12/16/86 R9375-3

ISSN: 0737-2620

1986 Second Quarter Report

NATIONAL TRAVEL SURVEY

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Washington, D.C. 20036

THE U.S. TRAVEL DATA CENTER IS AN AFFILIATE OF THE TRAVEL INDUSTRY ASSOCIATION OF AMERICA

1986
NATIONAL TRAVEL SURVEY
SECOND QUARTER REPORT

U.S. TRAVEL DATA CENTER
WASHINGTON, D.C.

PRICE: SEVENTY-FIVE DOLLARS

ISSN: 0737-2620

An Affiliate of the Travel Industry Association of America

The US Travel Data Center is the national, non-profit center for travel and tourism research. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of the travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic, and scientific research concerning travel, the travel industry and travel-related industries. In pursuit of this objective, the Data Center gathers, analyzes, publishes and disseminates the results of such research, and cooperates with all government agencies, private industry and academic institutions with similar purposes and objectives.

The US Travel Data Center is an affiliate of the Travel Industry Association of America (TIA), the national, non-profit association representing all components of the U.S. travel industry, the third largest retail industry in the United States.

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EXECUTIVE SUMMARY

- Overall travel for the second quarter of 1986 showed little change from the previous year. Representing less than a one percent loss from 1985, 284 million person-trips were recorded in April, May, and June.

- Smaller average travel party size were evident for all segments examined. For auto/truck/RV, vacation, and weekend travel, this resulted in a decrease in the number of person-trips even though the number of trips increased over 1985.

- Travel for sightseeing, outdoor recreation, and entertainment increased 18 percent. Business/convention travel posted a modest four percent gain, while travel for the purpose of visiting friends and relatives declined ten percent from the second quarter of 1985.

- The healthy business/convention and "other pleasure" segments supported strong growth in airlines' share of the travel market, up 12 percent. A plunge in gasoline prices may have been behind a six percent increase in auto/truck/RV trips this quarter. However, correlated with the smaller travel parties for visiting friends and relatives, two percent fewer person-trips by personal motor vehicle were recorded.

- The loss of Easter weekend this quarter almost certainly had an impact on weekend travel. Following a very strong first quarter, which contained this holiday, weekend travel during the second quarter managed to maintain nearly the same level as last year.

- The shifting of this holiday to the first quarter also contributed in part to a decline in the already-soft vacation travel segment during the second quarter. Vacation person-trips fell by three percent.

- Overall, 45 percent of the second quarter's travelers stayed in hotels and motels, and 38 percent spent nights in the homes of friends and relatives. The increased use of commercial accommodations among business/convention travelers was offset by pleasure travelers gravitating toward more personal lodging, resulting in nearly the same proportions as last year.

- Both the distance traveled and the duration of the trip declined from the average for the second quarter of 1985. 1986 travelers averaged 4.9 nights away from home and 900 round-trip miles.

- The South Atlantic census region attracted the largest share of travelers, 22 percent. The East North Central census region, however, strongly increased activity.

TABLE OF CONTENTS

	Page
Introduction	1
Guide to Using This Report	3
Background Factors for Travel During Second Quarter, 1986	5
Overview of Second Quarter, 1986 Travel Activity	7
Mode of Transportation	9
Purpose of Trip	11
Vacation Travel	13
Weekend Travel	15
Year-to-Date	16
Appendices	17
Appendix A: Tables of Results	A1
Appendix B: Survey Methodology	B1
Appendix C: Glossary of Terms	C1
Appendix D: Sample Characteristics	D1
Appendix E: Sampling Error	E1

INTRODUCTION

In March 1979, the U.S. Travel Data Center began conducting a monthly National Travel Survey. Since that time, quarterly and annual summaries of results have been published regularly to provide Data Center members and other interested marketers and researchers with timely, consistent and relevant data on major trends in U.S. travel activity.

Travel activity in recent years has faced numerous challenges. Petroleum shortages, inflation, changing regulatory policies, economic decline and recovery, and shifting consumer buying habits all influence the volume and patterns of U.S. travel activity. This and other reports from the Data Center's National Travel Survey contribute to a better understanding of changing travel markets.

This report summarizes U.S. travel volume and characteristics during the second quarter of 1986.

GUIDE TO USING THIS REPORT

The first section of this report reviews factors related to U.S. travel activity in the past, specifically economic conditions and weather patterns.

Next is an analysis of major travel patterns and trends occurring during the second quarter of 1986 compared to the same period of 1985. Separate discussions of a number of important U.S. travel markets are included. Throughout this analysis, lettered tables show average trip characteristics in several different categories.

Summary tables of the complete results of the second quarter, 1986 National Travel Survey arranged by type of trip comprise Appendix A. These tables show the base number of trips and person-trips for each category and the percent distributions of these trips and person-trips by a number of trip and traveler characteristics. References appearing in parentheses are made in the analysis to these summary tables.

Following earlier National Travel Surveys, travel is measured by trips and person-trips. A "trip" is defined as travel to a place 100 miles or more away from home and return, whether or not an overnight stay is involved. Every time a respondent travels, either alone or with other members of the household, a trip is recorded. A "person-trip" is counted every time one person takes a trip. If the respondent travels with two other members of the household, one trip and three person-trips are counted. More detailed definitions of these and other terms used in this report are found in Appendix C: Glossary of Terms. Also located in the appendices are the following: Appendix B which provides a description of the methodology used to conduct the survey, Appendix D which shows a summary of the sample characteristics for the second quarter of 1986, and Appendix E which discusses sampling error.

This is the second report is a series of reports based on the 1986 National Travel Survey. Quarterly and annual reports summarizing data from the 1979 through 1985 National Travel Surveys have also been published.

Travel industry members and other interested parties are invited to participate in the National Travel Survey program. The survey combines the low cost advantage of a syndicated study with the flexibility of custom research to provide subscribers with the best survey package the Data Center can offer.

In addition to receiving reliable monthly data on Americans' travel activity and intentions, subscribers are entitled to add several questions of their own selection at any time during the year and to use the existing data base to segment responses.

For a prospectus describing the National Travel Survey, contact Suzanne D. Cook, Assistant Director, U.S. Travel Data Center, Suite 610, 1899 L Street, N.W., Washington, D.C. 20036, (202) 293-1040.

BACKGROUND FACTORS FOR TRAVEL DURING SECOND QUARTER, 1986

Economic Developments

The economic expansion coasted along during the second quarter of 1986. Dollar GNP rose just over five percent, compared to a year-earlier increase of six percent. Although the second quarter of 1986 boasted slightly larger gains in Real GNP than the same period of 1985, practically all of this increase was due to growth in the first quarter. The quarter-to-quarter annual growth rate was less than one percent, the lowest since the 1982 recession.

Personal income gains also slowed during the quarter but remained at healthy levels. Fortunately, the six percent increase far out-paced the very low inflation of the quarter. This combination resulted in increased buying power for consumers and fostered spending - the force behind the current economic growth. Real personal consumption expenditures rose over four percent, compared to a three percent rise in the second quarter of 1985. Spending on furniture, appliances, and other home furnishings was particularly strong - reflecting a housing boom inspired by low mortgage rates.

Table A: Overall U.S. Economic Developments, Second Quarter 1986 and 1985, (Percent change from previous years)

	1986	1985
Dollar GNP	5.4	5.9
Real GNP	2.6	2.3
Personal income	5.7	7.2
Personal consumption expenditure(real)	4.3	2.9
Corporate profits after tax	11.1	-12.5
Consumer price index	1.6	3.7
Travel price index	-1.1	5.0
Payroll employment	2.6	3.4

Although some sectors of the economy benefitted from strong consumer demand for new housing and household furnishings, other manufacturing concerns did not fare as well. Much of the demand for goods was met by surging imports. Despite the effort to curb the flood of foreign goods by raising their cost in U.S. dollars, the trade deficit worsened significantly. Meanwhile, domestic factory output remained depressed in comparison to last year.

Cheaper fuel costs and the paring of inventories, however, helped firms with the bottom-line. Corporate profits after-tax increased 11 percent from the second quarter of 1985, representing a reverse from the 13 percent decline they experienced between 1984 and 1985.

While the number of manufacturing jobs stagnated, a healthy services sector continued to increase employment. Overall, payroll employment advanced nearly three percent from year earlier levels.

Lower energy costs helped not only industry, but also consumers. Overall, the CPI increased less than two percent, compared to an almost four percent rise the year earlier. Not surprisingly, the Travel Price Index more dramatically showed the effect of a 24 percent plunge in the price of gasoline. For the second quarter, the index actually declined one percent from the same period in 1985. The cost of lodging away from home and airfares also grew considerably slower than last year.

Consistent with the economic developments of the quarter, the Consumer Confidence Index averaged over one point below year earlier levels. Along with consumers' feelings that the present economic conditions were not as favorable as last year, there was also a slight sag in their expectations of the near future. Ironically, despite these hints of pessimism, the Buying Plans Index soared.[1]

Apparently, even though future economic prospects dimmed, the chance to lock into low financing rates provided strong inducements for consumers to purchase major durable goods such as new homes, household appliances, and automobiles. This stiff competition for the consumers' discretionary income, as well as the absence of the Easter holiday this quarter, resulted in flat growth for travel.

Weather Conditions Travel was encouraged during April as warm and dry conditions prevailed over the majority of the country. For many states in the Southeast, drought resulted. The Gulf states' water supply benefitted from showers in late May and June. For most other states, the warm and mostly dry trend continued, worsening the Southeast's drought problem.

Calendar Both the second quarter of 1985 and 1986 contained 13 full weekends. Contrasting with 1985, Easter was not celebrated in the second quarter. Memorial Day, observed on Monday, May 26, provided an extended weekend. The World Exposition in Vancouver, Canada opened on May 2. More than 10 million visits were expected before it closed in October.

Events Terrorist activities proliferated during the early part of the quarter before the U.S. took some retaliatory action against Libya. April 2 - a bomb exploded in the cabin of a TWA jetliner over Greece, killing four Americans. April 5 - a West Berlin nightclub was the scene of an explosion that killed an American soldier and injured over two hundred other patrons.

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[1] Consumer Attitudes and Buying Plans, The Conference Board, April-June, 1986.

OVERVIEW OF SECOND QUARTER 1986 TRAVEL ACTIVITY

The National Travel Survey reported that an average of 27 percent of all American adults, or 46.6 million residents (age 18+), traveled away from home during each month of the second quarter. This represents four percent more adult travelers than during the second quarter of 1985.

These American adults took a total of 156 million trips, up six percent over the previous year. However, due to smaller average travel parties, virtually the same number of person-trips were taken as during the second quarter of 1985. Travelers accounted for 284 million person-trips during the quarter (Table 1B).

In addition to smaller travel parties, second quarter 1986 travel was characterized by slightly shorter round-trip distances and durations as shown in the table below (Tables 1C, 1D, and 1F).

Table B: Characteristics of the Average Person-trip, Second Quarter, 1986 and 1985

	1986	1985
Persons per trip	1.82	1.93
Miles/person trip*	900	950
Nights/person-trip	4.9	5.1

*Round-trip distance for domestic travel only.

The National Travel Survey showed that travel for sightseeing, outdoor recreation, and entertainment increased significantly over last year. However, business/convention travel stagnated, while travel to visit friends and relatives and travel for "other" purposes, such as personal, medical, funerals, weddings, and miscellaneous reasons, declined considerably from 1985 (Table 1B).

Vacation travel suffered a three percent decline from the 1985 level. The percentage of person-trips that were classified by respondents as vacation trips dropped two percentage points to 66 percent. Weekend travel also failed to grow beyond the previous year's level. Partly to blame for the poor performance for these two areas of travel is the loss of the Easter weekend this quarter (Table 1E).

Air travel fared exceptionally well. The number of air person-trips exceeded year ago levels by over twelve percent and marked the seventh consecutive quarter which showed growth in this segment. An average of nine million U.S. resident adults traveled via this mode each month of the quarter. Auto/truck/RV travel, on the other hand, experienced losses. Although the number of auto/truck/RV trips during the quarter rose above the 1985 level, a decline in the average travel party size caused a two pecent decline in person-trips using this mode (Table 1C).

The second quarter 1986's travelers appeared to select accommodations in much the same proportion as the prior year's. Thirty-eight percent chose to stay with friends and relatives, while 45 percent used commercial accommodations. Eight percent of all second quarter travelers were day-trippers (Table 1D).

The overall average travel party was smaller than in 1985. Lone travelers were more abundant, while multi-person travel parties accounted for a smaller share. Over one-third of the quarter's person-trips involved a single traveler compared to 24 percent a year ago. Examining the composition of travel parties indicates that a somewhat smaller proportion of person-trips involved children this quarter compared to last year, 31 percent and 34 percent (Table 1F).

Travelers belonging to household with incomes of more than $30,000 accounted for a similar share of the travel market as in 1985, 48 percent. The age distribution of these travelers also remained very similar to that of a year ago. Persons aged 25-34 years old accounted for the largest share of travelers, 24 percent (Table 1G).

The East North Central and the Pacific census regions enjoyed the greatest increase in visiting travelers, garnering 14 percent and 13 percent, respectively. Once again though, the South Atlantic Census region remained the favorite destination and hosted 22 percent of all travelers (Table 1H).

The leading producer of person-trips during the second quarter was the East North Central census region. Almost one-fourth (23 percent) of all travel originated in this region. The South Atlantic census region was second highest, supplying 17 percent of all travelers (Table 1I).

The largest share (41 percent) of all travelers originated in ADIs (Areas of Dominant Influence) with populations of between 250,000 to one million. Large ADIs (over 1 million) supplied a 38 percent share (Table 1J).

By areas of destination, travelers preferred to visit large city areas. Forty percent of the second quarter person-trips were destined to A Counties (those counties which comprise the 25 largest Metropolitan Statistical Areas). Thirty-one percent of the second quarter's travelers actually visited these cities. B Counties hosted the second largest share of travelers, 25

percent. C and D Counties (those with populations of less than 150,000) attracted a 29 percent share (Table 1J).

Mode of Transportation

Personal motor vehicles carried 75 percent of all American travelers in the second quarter of 1986, approximately the same share as last year. In all, 110 million trips and 212 million person-trips primarily used this mode of transportation. The number of auto trips showed a healthy gain this quarter. However, smaller auto/truck/RV travel parties ruled out an increase in person-trips and led to a nearly two percent decline in person-trips (Tables 1B and 1C).

Airlines were the second favored means of travel for U.S. residents. During the second quarter there was an increase in the number using this mode. Travel by air comprised 21 percent of all 1986 second quarter person-trips, compared to 18 percent one year before. During April, May, and June, Americans took 38 million trips and 59 million person-trips by air, up 14 percent and 13 percent over 1985, respectively (Tables 1B and 1C).

The major differences between the characteristics of auto/truck/RV trips and air trips are evident in Table C below. Auto/truck/RV travel parties are significantly larger than air travel parties. However, both the distance traveled and trip duration are dramatically longer for travel by air (Tables 2A, 2B, 3A, and 3B).

Table C: Characteristics of the Average Auto/Truck/RV and Air Person-trip, Second Quarter, 1986 and 1985

	Auto/Truck/RV		Air	
	1986	1985	1986	1985
Persons per trip	1.94	2.10	1.55	1.57
Miles/person-trip*	640	730	2,020	1,840
Nights/person-trip	4.2	4.5	7.4	7.4

*Round-trip distance for domestic travel only.

The chart indicates that the difference in average travel party size between auto/truck/RV and air narrowed since the second quarter of 1985. The National Travel Survey revealed that 1986 auto/truck/RV travel parties included significantly fewer persons, while air travel parties consisted of nearly the same number of persons as a year ago. The average duration and distance of auto/truck/RV travel also declined. The average number of nights away from home fell to 4.2, while on average, auto/truck/RV travelers visited destinations of 640 round-trip

miles, down 90 miles from a year earlier. On the other hand, air travelers spent 7.4 nights away from home, the same as last year, and in contrast to the erosion of auto/truck/RV round-trip distances, logged 180 more round-trip miles this quarter (Tables 2A, 2B, 3A, and 3B).

The purpose of the trip is strongly related to the type of transportation used for the trip. During the second quarter of 1986, those traveling by air were almost twice as likely to be on a business trip as auto/truck/RV travelers - 24 percent compared to 13 percent, respectively. As was noted last year, auto travel was more likely to be taken for pleasure travel than was air - 80 percent and 72 percent, respectively. However, an increasing share of air travelers were on pleasure trips during the second quarter of 1986. In particular, a seven percentage point increase in the proportion of air travelers visiting friends and relatives was witnessed, 31 percent (Tables 2C and 3C).

While a much greater share of air person-trips occurred over a weekend or long weekend than a year ago, auto/truck/RV person-trips were still much more inclined. Weekend travel accounted for about one-fourth of the air, up from 14 percent, and half of the auto/truck/RV person-trips (Tables 2C and 3C).

The most frequently used accommodations during the second quarter for auto/truck/RV and air travelers were hotel and motels. However, air travelers were more likely to stay in these commercial accommodations than were auto travelers, 56 percent compared to 42 percent, respectively. Reflecting the increased share of air travel for the purpose of visiting friends and relatives, 37 percent of the air travelers during the second quarter of 1986 stayed with persons they knew, a significantly greater share than the 29 percent reported last year (Tables 2B and 3B).

Preferred travel destinations also differed depending on the mode of transportation used. The greatest share (23 percent) of auto/truck/RV travelers visited the South Atlantic census region, while the greatest share (23 percent) of air travelers were destined to the Pacific census region. By area, the majority of air travelers chose A counties, large city areas, most often (59 percent). Forty-seven percent of the air travelers visited the city itself. Destinations of this size also attracted the largest share of auto/truck/RV travelers, 35 percent. The less densely populated areas of C and D counties (those with populations of less than 250,000) received 35 percent of the auto/truck/RV travelers but only 10 percent of the air travelers.

The East North Central census regions residents supplied the largest share of auto/truck/RV travelers, 25 percent. On the other hand, more air travelers originated in the Pacific census region than anywhere else, 19 percent. As might be expected, air travelers are much more likely to reside in large city areas than are auto/truck/RV travelers. Fifty-six percent of the air person-trips during the quarter originated in ADI with

populations over one million. For comparison, one-third of the auto/truck/RV person-trips started out from these areas. The largest share of these auto/truck/RV travelers, 43 percent, came from medium size ADIs - those with populations of 250,000 to one million (Tables 2G, 3G, 2H, and 3H).

Purpose of Trip

The National Travel Survey collects data on trips taken for a variety of purposes. For this analysis, pleasure travel, defined as trips taken to visit friends and relatives, for outdoor recreation, sightseeing, and entertainment, is contrasted with business/convention travel. Table D below provides a background for this analysis.

Table D: Characteristics of the Average Pleasure and Business/Convention Person-trip, Second Quarter, 1986 and 1985

	Pleasure		Business/Convention	
	1986	1985	1986	1985
Persons per trip	1.93	2.04	1.39	1.60
Miles/person-trip*	940	970	970	1,240
Nights/person-trip	5.3	5.5	4.0	4.5

*Round-trip distance for domestic travel only.

Pleasure travel and business/convention travel understandably differ in many ways. Business/convention travel parties are substantially smaller than pleasure travel parties. It is evident from above that second quarter 1986 pleasure travel also involved significantly longer durations than business/convention travel (Tables 4A, 4B, 5A, and 5B).

Of all second quarter 1986 travel, 78 percent was taken primarily for pleasure purposes and 17 percent for business/convention reasons. Business and conventions were the primary motivators behind 34 million trips and 47 million person-trips this quarter. A total of 114 million trips, representing 221 million person-trips, were taken for pleasure. A larger share of these pleasure person-trips focused on sightseeing, outdoor recreation, and entertainment than last year (Table 1E).

Both pleasure travel and business/convention travel posted only modest gains during the second quarter of 1986 compared to the previous year. A decline in the number of person-trips visiting friends and relatives was offset by the large increase in "other pleasure" person-trips. Overall, pleasure and business travel recorded four percent gains over 1985. The

National Travel Survey indicated, however, that "other" travel, which includes travel for personal reasons, such as weddings, funerals, and medical purposes, as well as miscellaneous travel, declined substantially in share this quarter (Tables 1B and 1E).

The larger travel parties of pleasure travelers are related to their greater incidence of taking children along. Thirty-three percent of all pleasure person-trips included children, while not surprisingly, only 18 percent of business/convention person-trips did. (Tables 4D and 5D).

However, both business/convention and pleasure travel parties shrank in size somewhat due to larger shares of lone travelers this quarter. As might have been expected, business/convention travelers were more likely to be traveling alone than pleasure travelers. In fact, the majority of business travel (58 percent) during the second quarter of 1986 involved only one person. Thirty percent of the pleasure travel had this characteristic (Tables 4D and 5D).

Business/convention travelers were somewhat more likely this quarter than in 1985 to combine vacation trips with necessary business/convention travel. Twenty-five percent of all business/convention person-trips were also considered, at least in part, to be vacations. During the second quarter of 1985, this was true for 21 percent. Predictably, the bulk of pleasure travel (81 percent) was classified by respondents to be vacation travel as well (Tables 4C and 5C).

Auto/truck/RV transportation remained significantly more popular among pleasure travelers than business/convention travelers, 76 percent vs. 60 percent. On the other hand, one-in-three business/convention travelers was transported by air. This was true for only one-in-five pleasure travelers (Table 4A and 5A).

Accommodations chosen by the two groups of travelers differ greatly. In contrast to nearly half of the pleasure person-trips, only ten percent of the business/convention person-trips involved stays with friends and relatives. Almost three-fourths of all business/convention person-trips involved at least one night in a hotel or motel. Thirty-seven percent of the pleasure person-trips used these type of commercial accommodations. Business travelers during the second quarter of 1986 were three times as likely as pleasure travelers to conclude their trip in one day. Sixteen percent of the business/convention person-trips and five percent of the pleasure person-trips did not involve any type of overnight accommodation (Tables 4B and 5B).

Business travelers overall were less inclined to spend long durations away from home than were pleasure travelers. Fifteen percent of those on a pleasure trip spent more than ten nights away from home. For business travelers, the share was six percent. Both types of traveler spent fewer nights away from home than last year. Business/convention travelers averaged 4.0

nights away, down from 4.5 in the second quarter 1985. Pleasure travelers spend an average of 5.3 nights, down from 5.5 (Tables 4B and 5B).

On a regional basis, the South Atlantic census region attracted a significantly larger share of pleasure travelers (24 percent) than business/convention travelers (18 percent). The East North Central region, however, was somewhat more likely to be the destination for business travelers than for pleasure travelers, 17 percent and 14 percent, respectively. Other regions appeared to attract more nearly equal proportions of the pleasure person-trips and business/convention person-trips (Tables 4F and 5F).

The East North Central census region was the largest supplier of both pleasure and business/convention travel, 22 percent and 18 percent, respectively (Tables 4G and 5G)

As might have been expected, business/convention travel was more often destined to large city areas than was pleasure travel (54 percent and 38 percent, respectively). Forty-four percent of the business travelers during the second quarter visited one of the 25 largest U.S. cities, as did 29 percent of the pleasure travelers. C and D counties attracted a considerably larger share of pleasure travelers than business travelers, 30 percent and 17 percent, respectively. Although destinations of different sizes attracted noticibly different shares of business and pleasure travelers, by area of residence, the differences were less distinct (Tables 4H and 5H).

Vacation Travel

During the second quarter, 96 million vacation trips and 188 million vacation person-trips were logged. Vacation trips increased by three percent, while vacation person-trips for April, May, and June declined by three percent from last year's level (Table 1B).

Table E: Characteristics of the Average Vacation Person-trip, Second Quarter, 1986 and 1985

	1986	1985
Persons per trip	1.97	2.09
Miles/person-trip*	960	970
Nights/person-trip	5.5	5.6

*Round-trip distance for domestic travel only

As indicated in the previous table, vacation travel was similar in distance and duration, but involved significantly smaller travel parties than during the same period last year (Tables 6A and 6B).

Like pleasure travel, vacation travel usually consists of larger travel parties than other types of travel. The decrease in travel party size this quarter appeared to be due to a shift away from larger travel parties toward single-person parties. Also, a slight decrease in the share of vacation person-trips that included children was observed (Table 6D).

Vacation travelers in the second quarter of 1986 made transportation choices in much the same proportions as in 1985. The favored mode was by auto/truck/RV. Seventy-seven percent of vacation person-trips involved the use of a personal motor vehicle, while 19 percent used air (Table 6A).

There is considerable overlap between pleasure and vacation travel as discussed previously. Ninety-one percent of the vacation travelers reported pleasure as the purpose of the trip. Those who said that their trip was a vacation were more likely to be traveling for "other pleasure" (53 percent) than to visit friends and relatives (38 percent) (Table 6C).

Choice of accommodations also varied little from the same period last year. Vacationers divided rather evenly between staying with friends and relatives and using hotels and motels - 44 percent stayed in the homes of people they knew, while 42 percent stayed in commercial lodging facilities (Table 6B).

The most popular destination by far was the South Atlantic census region. One-fourth of all the vacation travel during the first second quarter of 1986 was destined there. The East North Central and Pacific census regions each garnered 13 percent of the total number of vacation person-trips. More vacationers visited A counties than any other size county during the second quarter of 1986. These counties hosted 36 percent of all vacation person-trips. Twenty-seven percent visited a major city within the A counties. B counties were visited by 25 percent of vacationers, while C and D counties accounted for 15 percent and 17 percent, respectively (Tables 6F and 6H).

The East North Central census region produced 24 percent of all the vacationers. The South Atlantic census region generated the next largest share with 18 perceent. The largest share of vacationers were the residents of ADIs with a population of between 250,000 and 1 million, 44 percent (Table 6H).

Weekend Travel

Weekend trips gained slightly in number over last year. Americans took 63 million weekend trips this quarter representing a four percent gain. However, person-trips remained virtually unchanged from the level of a year ago. 125 million weekend person-trips were logged this quarter, less than a one percent decline from last year.

Table F summarizes weekend travel characteristics for the two years. It is evident from the table that although the average weekend person-trip duration remained unchanged from 1985, average travel party size declined, and the average round-trip distance for weekend trips increased (Tables 7A and 7B).

Table F: Characteristics of the Average Weekend Person-trip, Second Quarter, 1986 and 1985

	1986	1985
Person per trip	1.98	2.07
Miles/person-trip*	680	620
Nights/person-trip	2.6	2.6

*Round-trip distance for domestic travel only.

The increased popularity of air transportation was again evident in weekend travel. The proportion of weekend travelers who used air transportation doubled from 1985. Twelve percent of the weekend travelers flew to their destinations, while the great majority (85 percent) drove autos, trucks, and RVs (Table 7A).

Associated with the increased use of air transportation, significantly more weekend travel was for business/convention purposes this year, nine percent. The greatest share of all weekend travel was for the purpose of sightseeing, outdoor recreation, and entertainment, 43 percent. Thirty-nine percent of the weekend travelers were motivated by a desire to visit with friends and relatives (Table 7C).

As would be expected from the increased shares of business/convention and "other pleasure" purposes comprising weekend travel, hotels and motels increased in popularity, while the importance of friends' and relatives' homes diminished somewhat. Forty-five percent of the weekend person-trips involved stays with friends and relatives, down from 49 percent a year ago. A four percentage point larger share than last year, 44 percent, used hotels and motels (Table 7B)

Weekend travelers visited the South Atlantic and the East North Central census regions more than any other regions, 18

percent each. The Mid-Atlantic census region declined in popularity for these travelers and hosted a much smaller share of weekend person-trips than during the same period last year. Examining the survey results by area, it appears that large city areas were also popular with the weekend traveler. Thirty-eight percent of the weekend person-trips were destined to A Counties with the actual city claiming 30 percent (Tables 7F and 7H).

One-in-four weekend travelers resided in the East North Central census region, the top producer of these travelers. The large-sized ADIs led the medium-sized ADIs by only 2 percentage points in producing weekend travelers, 40 percent and 38 percent, respectively (Tables 7F and 7H).

U.S. Travel for the Year-To-Date

Table 8A shows the average monthly number of traveling adults for each of the catagories discussed in this report. Table 8B shows the cumulative number of trips and person-trips recorded throught the second quarter.

By the end of the second quarter of 1986, 59 percent of all U.S. adults had taken one or more trips of at least 100 miles away from home. An average of 36 million adults traveled in each of the first six months of 1986, five percent more than last in 1985.

These persons accounted for seven percent more trip and two percent more person-trips than 1985 year-to-date. Overall, 261 million trips and 467 million person-trips had been recorded through June, 1986. The stronger increase in trips than in person-trips indicates smaller travel parties overall compared to 1985.

The volume of travel as measured by person-trips shows the impact of smaller travel parties in many of the travel groups examined. Without exception, the number of trips year-to-date increased. However, the number of person-trips to visit friends and relatives and for vacations fell two percent short of last year. Air travel was the only category benefitting from larger travel parties and experienced stronger growth in person-trips than in trips.

Table 8B illustrates the tremendous growth of travel from the first to the second quarter. Although all catagories of travel examined showed strong increases over the first quarter, some appeared less seasonal than others. Those experiencing the smallest difference between the first and second quarter were business/convention travel, travel to visit friends and relatives, weekend travel, and air travel. "Other pleasure" travel showed the greatest seasonality. Consistant with this finding, vacation travel and auto/truck/RV travel also increased at a much higher rate than overall travel.

APPENDICES

APPENDIX A

TABLES OF RESULTS

Table 1A: Monthly Average Number and Percent of U.S. Adults Taking Trips, by Major Trip Characteristics, Second Quarter, 1986 and 1985.

Trip Characteristics	U.S. Adults (Millions) 1986	U.S. Adults (Millions) 1985	Percent of U.S. Adults 1986	Percent of U.S. Adults 1985
Total Population	175.8	174.0	100%	100%
Took one or more trips	46.6	44.9	27	26
Purpose of trip				
Visit friends/relatives	16.0	15.7	9	9
Other pleasure	18.1	16.2	10	9
Business/convention	6.6	7.2	4	4
Mode of transport				
Auto/truck/RV	32.6	31.5	19	18
Air	8.6	8.9	5	5
Vacation trip	28.7	27.3	16	16
Weekend trip	18.5	18.1	11	10

Source: U.S. Travel Data Center

Table 1B: Number of Trips and Person-trips by Major Trip Characteristics, Second Quarter, 1986 and 1985.

Trip Characteristics	Trips (Millions) 1986	Trips (Millions) 1985	Person-trips (Millions) 1986	Person-trips (Millions) 1985
All trips	155.9	147.5	283.9	285.0
Purpose of trip				
Visit friends/relatives	50.0	51.7	97.5	108.3
Other pleasure	64.4	53.0	123.4	104.8
Business/convention	33.9	29.3	47.2	47.0
Mode of transport				
Auto/truck/RV	109.5	103.0	212.2	216.0
Air	37.8	33.1	58.5	52.0
Vacation trip	95.5	93.0	187.7	194.1
Weekend trip	63.0	60.6	125.0	125.7

Source: U.S. Travel Data Center

Table 1C: Percent Distribution of TOTAL Trips and Person-trips by Round-trip Distance and Mode of Transport, Second Quarter, 1986 and 1985

Trip Distance*	Percent of Trips 1986	Percent of Trips 1985	Percent of Person-trips 1986	Percent of Person-trips 1985
200-299 miles	23%	15%	23%	17%
300-399 miles	14	15	16	16
400-599 miles	16	17	16	19
600-999 miles	14	15	15	13
1,000-1,999 miles	16	16	14	14
2,000 miles or more	12	12	11	12
Outside U.S.	5	10	6	9
Total	100%	100	100%	100%
Average distance (miles)*	940	1,000	900	950
Mode of Transportation				
Auto/truck/RV	70%	70%	75%	76%
Airplane	24	22	21	18
Bus	2	2	2	2
Train	1	1	1	1
Other	2	4	1	2
Total	100%	100%	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

*Round-trip straight-line distance for domestic travel only.

Base: Second Quarter, 1986 - 155.9 million trips, 283.9 million person-trips;
Second Quarter, 1985 - 147.5 million trips, 285.0 million person-trips.

Table 1D: Percent Distribution of TOTAL Trips and Person-trips by Duration of Trip and Type of Lodging, Second Quarter, 1986 and 1985

	Percent of Trips		Percent of Person-trips	
Trip Duration	1986	1985	1986	1985
No nights	10%	7%	8%	6%
One night	13	10	11	10
2 to 3 nights	39	41	41	40
4 to 9 nights	26	30	27	32
10 nights or more	13	12	12	12
Total	100	100%	100%	100%
Average duration (nights)	4.9	5.1	4.9	5.1
Type of Lodging				
Home of friends /relatives	35%	35%	38%	37%
Hotel/motel/motor hotel	46	50	45	47
Rented cabin/condo./ vacation home	3	3	3	3
Owned cabin/condo./ vacation home	4	2	4	3
Camper/RV/tent	5	5	6	6
Other	3	3	2	3
No nights	10	7	8	6

Note: Details may not add to 100% due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: Second Quarter, 1986 - 155.9 million trips, 283.9 million person-trips;
Second Quarter, 1985 - 147.5 million trips, 285.0 million person-trips.

Table 1E: Percent Distribution of TOTAL Trips and Person-trips by Purpose and Type of Trip, Second Quarter, 1986 and 1985

Purpose of Trip	Percent of Trips		Percent of Person-trips	
	1986	1985	1986	1985
Visit friends/relatives	32%	35%	34%	38%
Other pleasure	42	36	44	37
Business/convention	22	20	17	16
Other	5	9	5	9
Total	100%	100%	100%	100%
Vacation or Other Trip				
Vacation trip	61%	63%	66%	68%
Not a Vacation trip	39	37	34	32
Total	100%	100%	100%	100%
Weekend or Other Trip				
Weekend trip	40%	41%	44%	44%
Not a weekend trip	60	59	56	56
Total	100%	100%	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: Second Quarter, 1986 - 155.9 million trips, 283.9 million person-trips;
Second Quarter, 1985 - 147.5 million trips, 285.0 million person-trip.

Table 1F: Percent Distribution of TOTAL Trips and Person-trips by Travel Party Size and Structure, Second Quarter, 1986 and 1985

	Percent of Trips		Percent of Person-trips	
	1986	1985	1986	1985
Travel Party Size				
One	55%	46%	34%	24%
Two	28	31	31	33
Three	8	12	14	18
Four	5	7	6	11
Five or more	4	4	9	11
Total	100%	100%	100%	100%
Travel Party Structure				
One adult without children	55%	46%	34%	24%
Two or more adults, without children	30	36	35	42
One adult with children	3	4	5	6
Two or more adults with children	12	14	26	28
Total	100%	100%	100%	100%

Note: Details may not to totals due to rounding.
Source: U.S. Travel Data Center

Second Quarter, 1986 - 155.9 million trips,
283.9 million person-trips;
Second Quarter, 1985 - 147.5 million trips,
285.0 million person-trips.

Table 1G: Percent Distribution of TOTAL Trips and Person-trips by Family Income and Age, Second Quarter, 1986 and 1985

Family Income	Percent of Trips		Percent of Person-trips	
	1986	1985	1986	1985
Less than $10,000	7%	6%	6%	5%
$10,000-$19,999	15	18	15	18
$20,000-$29,999	18	17	18	17
$30,000 or more	47	44	48	46
Refused	13	15	12	14
Total	100%	100%	100%	100%

Age [1]	Percent of Person-trips	
	1986	1985
Less than 18 years [2]	12%	15%
18-24 years	12	11
25-34 years	24	22
35-44 years	18	20
45-54 years	13	11
55-64 years	11	13
65 years or older	10	8
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1]This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
[2]Does not include those under 18 traveling alone.

Base: Second Quarter, 1986 - 155.9 million trips, 283.9 million person-trips;
Second Quarter, 1985 - 147.5 million trips, 285.0 million person-trips.

Table 1H: Percent Distribution of TOTAL Trips and Person-trips by Destination Region, Second Quarter, 1986 and 1985

Destination Region	Percent of Trips		Percent of Person-trips	
	1986	1985	1986	1985
New England	4%	5%	3%	5%
Mid-Atlantic	8	9	8	10
South Atlantic	20	20	22	20
East South Central	5	6	6	6
West South Central	11	10	11	9
East North Central	14	10	14	9
West North Central	10	8	10	9
Mountain	7	12	6	13
Pacific	14	10	13	9
Outside U.S.	5	10	6	9
Total	100%	100%	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: Second Quarter, 1986 - 155.9 million trips, 283.9 million person-trips;
Second Quarter, 1985 - 147.5 million trips, 285.0 million person-trips.

Table 1I: Percent Distribution of TOTAL Trips and Person-trips by Region of Trip Origin, Second Quarter, 1986 and 1985

Origin Region	Percent of Trips		Percent of Person-trips	
	1986	1985	1986	1985
New England	4%	4%	3%	4%
Mid-Atlantic	13	17	13	16
South Atlantic	15	15	17	15
East South Central	6	7	6	7
West South Central	11	10	12	10
East North Central	21	15	23	15
West North Central	10	9	9	9
Mountain	5	8	5	10
Pacific	13	15	12	14
Total	100%	100%	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: Second Quarter, 1986 - 155.9 million trips, 283.9 million person-trips;
Second Quarter, 1985 - 147.5 million trips, 285.0 million person-trips.

Table 1J: Percent Distribution of TOTAL Trips and Person-trips by ADI of Origin and Area of Destination, Second Quarter, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin*		
Over 1,000,000	40%	38%
250,000 to 999,999	41	41
50,000 to 249,999	18	20
Less than 50,000	1	1
Total	100%	100%
Area of Destination		
A County	42%	40%
Within Major City	33%	31%
B County	25	25
C County	13	14
D County	14	15
Outside the U.S.	5	6
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

*As defined by Arbitron Ratings Company - see Glossary of Terms

Base: Second Quarter, 1986 - 155.9 million trips,
283.9 million person-trips;

Table 2A: Percent Distribution of AIR Trips and Person-trips by Round-trip Distance, Second Quarter, 1986

Trip Distance*	Percent of Trips	Percent of Person-trips
200-299 miles	3%	3%
300-399 miles	4	4
400-599 miles	4	4
600-999 miles	11	12
1,000-1,999 miles	32	28
2,000 miles or more	33	36
Outside U.S.	11	12
Total	100%	100%
Average distance*	1,930 miles	2,020 miles

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

*Round-trip straight-line distance for domestic travel only.

Base: 37.8 million air trips,
58.5 million air person-trips.

Table 2B: Percent Distribution of AIR Trips and Person-trips by Duration of Trip and Type of Lodging, Second Quarter, 1986

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	9%	6%
One night	8	6
2 to 3 nights	26	26
4 to 9 nights	36	38
10 nights or more	21	23
Total	100%	100%
Average duration	7.2 nights	7.4 nights
Type of Lodging		
Home of friends/relatives	34%	37%
Hotel/motel/motor hotel	54	56
Rented cabin/condo./ vacation home	1	1
Owned cabin/condo./ vacation home	3	2
Camper/RV/tent	*	*
Other	4	3
No nights	9	6

*Less than 0.5 percent.
Note: Details may not add to totals due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 37.8 million air trips,
58.5 million air person-trips.

Table 2C: Percent Distribution of AIR Trips and Person-trips by Purpose and Type of Trip, Second Quarter, 1986

	Percent of Trips	Percent of Person-trips
Purpose of Trip		
Visit friends/relatives	27%	31%
Other pleasure	37	41
Business/convention	32	24
Other	4	4
Total	100%	100%
Vacation or Other Trip		
Vacation trip	55%	62%
Not a Vacation trip	45	38
Total	100%	100%
Weekend or Other Trip		
Weekend trip	25%	26%
Not a weekend trip	75	74
Total	100%	100%

Note: Details may not add to 100% due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 37.8 million air trips,
58.5 million air person-trips.

Table 2D: Percent Distribution of AIR Trips and Person-trips by Travel Party Size and Structure, Second Quarter, 1986

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	70%	53%
Two	22	28
Three	5	11
Four	2	5
Five or more	1	2
Total	100%	100%
Travel Party Structure		
One adult without children	70%	53%
Two or more adults, without children	25	37
One adult with children	1	1
Two or more adults with children	4	8
Total	100%	100%

Note: Details may not add totals due to rounding.
Source: U.S. Travel Data Center

Base: 37.8 million air trips,
58.5 million air person-trips.

Table 2E: Percent Distribution of AIR Trips and Person-trips by Family Income and Age, Second Quarter, 1986

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	7%	6%
$10,000-$19,999	12	12
$20,000-$29,999	14	13
$30,000 or more	56	57
Not reported	12	13
Total	100%	100%

Age [1]	Percent of Person-trips
Less than 18 years [2]	4%
18-24 years	15
25-34 years	23
35-44 years	18
45-54 years	14
55-64 years	10
65 years or older	17
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1]This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
[2]Does not include those under 18 traveling alone.

Base: 37.8 million air trips,
58.5 million air person-trips.

Table 2F: Percent Distribution of AIR Trips and Person-trips by Destination Region, Second Quarter, 1986

Destination Region	Percent of Trips	Percent of Person-trips
New England	3%	3%
Mid-Atlantic	6	6
South Atlantic	19	19
East South Central	1	1
West South Central	9	9
East North Central	10	9
West North Central	3	3
Mountain	12	13
Pacific	22	23
Outside U.S.	11	12
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 37.8 million air trips,
58.5 million air person-trips.

Table 2G: Percent Distribution of AIR Trips and Person-trips by Region of Trip Origin, Second Quarter, 1986

Origin Region	Percent of Trips	Percent of Person-trips
New England	5%	5%
Mid-Atlantic	14	15
South Atlantic	12	12
East South Central	7	6
West South Central	10	11
East North Central	15	16
West North Central	6	5
Mountain	7	6
Pacific	19	19
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 37.8 million air trips,
58.5 million air person-trips.

Table 2H: Percent Distribution of AIR Trips and Person-trips by ADI of Origin and Area of Destination, Second Quarter, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin*		
Over 1,000,000	56%	56%
250,000 to 999,999	34	32
50,000 to 249,999	10	12
Less than 50,000	*	*
Total	100%	100%
Area of Destination		
A County	61%	59%
Within Major City	50%	47%
B County	15	18
C County	7	6
D County	4	4
Outside the U.S.	11	12
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

*As defined by Arbitron Ratings Company - see Glossary of Terms

Base: Second Quarter, 1986 - 37.8 million air trips,
58.5 million air person-trips;

Table 3A: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Round-trip Distance, Second Quarter, 1986

Trip Distance*	Percent of Trips	Percent of Person-trips
200-299 miles	30%	28%
300-399 miles	18	19
400-599 miles	19	19
600-999 miles	15	15
1,000-1,999 miles	11	11
2,000 miles or more	5	5
Outside U.S.	3	3
Total	100%	100%
Average distance*	650 miles	640 miles

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

*Round-trip straight-line distance for domestic travel only.

Base: 109.5 million auto/truck/RV trips,
212.2 million auto/truck/RV person-trips.

Table 3B: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Duration of Trip and Type of Lodging, Second Quarter, 1986

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	10%	8%
One night	15	12
2 to 3 nights	44	46
4 to 9 nights	23	24
10 nights or more	9	9
Total	100%	100%
Average duration	4.2 nights	4.2 nights
Type of Lodging		
Home of friends/relatives	37%	39%
Hotel/motel/motor hotel	43	42
Rented cabin/condo./ vacation home	3	4
Owned cabin/condo./ vacation home	4	4
Camper/RV/tent	7	7
Other	3	2
No nights	10	8

Note: Details may not add to totals due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 109.5 million auto/truck/RV trips,
212.2 million auto/truck/RV person-trips.

Table 3C: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Purpose and Type of Trip, Second Quarter, 1986

	Percent of Trips	Percent of Person-trips
Purpose of Trip		
Visit friends/relatives	34%	36%
Other pleasure	41	44
Business/convention	17	13
Other	9	8
Total	100%	100%
Vacation or Other Trip		
Vacation trip	65%	68%
Not a Vacation trip	35	32
Total	100%	100%
Weekend or Other Trip		
Weekend trip	47%	50%
Not a weekend trip	53	50
Total	100%	100%

Note: Details may not add to 100% due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 109.5 million auto/truck/RV trips,
212.2 million auto/truck/RV person-trips.

Table 3D: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Travel Party Size and Structure, Second Quarter, 1986

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	49%	29%
Two	31	32
Three	10	15
Four	6	13
Five or more	5	12
Total	100%	100%
Travel Party Structure		
One adult without children	49%	29%
Two or more adults, without children	31	34
One adult with children	4	6
Two or more adults with children	16	30
Total	100%	100%

Note: Details may not add totals due to rounding.
Source: U.S. Travel Data Center

Base: 109.5 million auto/truck/RV trips,
212.2 million auto/truck/RV person-trips.

Table 3E: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Family Income and Age, Second Quarter, 1986

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	7%	6%
$10,000-$19,999	17	16
$20,000-$29,999	20	19
$30,000 or more	44	46
Not reported	12	12
Total	100%	100%

Age [1]	Percent of Person-trips
Less than 18 years [2]	15%
18-24 years	12
25-34 years	24
35-44 years	17
45-54 years	13
55-64 years	11
65 years or older	7
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1] This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
[2] Does not include those under 18 traveling alone.

Base: 109.5 million auto/truck/RV trips,
212.2 million auto/truck/RV person-trips.

Table 3F: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Destination Region, Second Quarter, 1986

Destination Region	Percent of Trips	Percent of Person-trips
New England	4%	4%
Mid-Atlantic	9	8
South Atlantic	21	23
East South Central	6	7
West South Central	11	12
East North Central	15	16
West North Central	12	12
Mountain	6	5
Pacific	12	10
Outside U.S.	3	3
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 109.5 million auto/truck/RV trips,
212.2 million auto/truck/RV person-trips.

Table 3G: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Region of Trip Origin, Second Quarter, 1986

Origin Region	Percent of Trips	Percent of Person-trips
New England	3%	2%
Mid-Atlantic	13	12
South Atlantic	16	17
East South Central	5	6
West South Central	12	12
East North Central	23	25
West North Central	11	10
Mountain	5	4
Pacific	11	10
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 109.5 million auto/truck/RV trips,
212.2 million auto/truck/RV person-trips.

Table 3H: Percent Distribution of AUTO Trips and Person-trips by ADI of Origin and Area of Destination, Second Quarter, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin*		
Over 1,000,000	33%	33%
250,000 to 999,999	44	43
50,000 to 249,999	22	23
Less than 50,000	1	1
Total	100%	100%
Area of Destination		
A County	35%	35%
Within Major City	27%	27%
B County	28	27
C County	15	16
D County	18	19
Outside the U.S.	3	3
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

*As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 109.5 million auto/truck/RV trips,
212.2 million auto/truck/RV person-trips.

Table 4A: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Round-trip Distance, Second Quarter, 1986

Trip Distance *	Percent of Trips	Percent of Person-trips
200-299 miles	21%	23%
300-399 miles	11	12
400-599 miles	11	11
600-999 miles	16	18
1,000-1,999 miles	23	19
2,000 miles or more	13	12
Outside U.S.	4	4
Total	100%	100%
Average distance *	1,030 miles	970 miles
Mode of Transportation		
Auto/truck/RV	54%	60%
Airplane	37	33
Bus	2	2
Train	1	1
Other	5	4
Total	100	100

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

* Round-trip straight-line distance for domestic travel only.

Base: 33.9 million business/convention trips,
47.2 million business/convention person-trips.

Table 4B: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Duration of Trip and Type of Lodging, Second Quarter, 1986

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	18%	16%
One night	20	17
2 to 3 nights	32	34
4 to 9 nights	25	27
10 nights or more	5	6
Total	100%	100%
Average duration	3.8 nights	4.0 nights
Type of Lodging		
Home of friends/relatives	9%	10%
Hotel/motel/motor hotel	70	73
Rented cabin/condo./ vacation home	*	1
Owned cabin/condo./ vacation home	2	2
Camper/RV/tent	1	1
Other	3	3
No nights	18	16

*Less than 0.5 percent.
Note: Details may not add to totals due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 33.9 million business/convention trips,
47.2 million business/convention person-trips.

Table 4C: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Purpose and Type of Trip, Second Quarter, 1986

	Percent of Trips	Percent of Person-trips
Vacation or Other Trip		
Vacation trip	12%	25%
Not a Vacation trip	88	75
Total	100%	100%
Weekend or Other Trip		
Weekend trip	23%	14%
Not a weekend trip	77	86
Total	100%	100%

Note: Details may not add to 100% due to rounding.
Source: U.S. Travel Data Center

Base: 33.9 million business/convention trips,
47.2 million business/convention person-trips.

Table 4D: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Travel Party Size and Structure, Second Quarter, 1986

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	77%	58%
Two	17	24
Three	3	6
Four	*	1
Five or more	3	11
Total	100%	100%
Travel Party Structure		
One adult without children	77%	58%
Two or more adults, without children	16	23
One adult with children	1	2
Two or more adults with children	6	16
Total	100%	100%

Note: Details may not add totals due to rounding.
Source: U.S. Travel Data Center

Base: 33.9 million business/convention trips,
47.2 million business/convention person-trips.

Table 4E: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Family Income and Age, Second Quarter, 1986

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	2%	2%
$10,000-$19,999	8	7
$20,000-$29,999	13	16
$30,000 or more	70	66
Not reported	7	8
Total	100%	100%

Age [1]	Percent of Person-trips
Less than 18 years [2]	8%
18-24 years	9
25-34 years	21
35-44 years	30
45-54 years	13
55-64 years	9
65 years or older	10
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1] This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
[2] Does not include those under 18 traveling alone.

Base: 33.9 million business/convention trips,
47.2 million business/convention person-trips.

Table 4F: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Destination Region, Second Quarter, 1986

Destination Region	Percent of Trips	Percent of Person-trips
New England	5%	4%
Mid-Atlantic	7	7
South Atlantic	14	18
East South Central	4	6
West South Central	11	10
East North Central	18	17
West North Central	10	8
Mountain	9	8
Pacific	14	13
Outside U.S.	4	4
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 33.9 million business/convention trips,
47.2 million business/convention person-trips.

Table 4G: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Region of Trip Origin, Second Quarter, 1986

Origin Region	Percent of Trips	Percent of Person-trips
New England	3%	3%
Mid-Atlantic	13	12
South Atlantic	11	14
East South Central	10	15
West South Central	8	8
East North Central	17	18
West North Central	7	7
Mountain	6	7
Pacific	17	16
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 33.9 million business/convention trips,
47.2 million business/convention person-trips.

Table 4H: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by ADI of Origin and Area of Destination, Second Quarter, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin*		
Over 1,000,000	45%	42%
250,000 to 999,999	38	40
50,000 to 249,999	16	17
Less than 50,000	1	1
Total	100%	100%
Area of Destination		
A County	56%	54%
Within Major City	47%	44%
B County	21	25
C County	10	9
D County	8	8
Outside the U.S.	4	4
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

*As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 33.9 million business/convention trips,
47.2 million business/convention person-trips.

Table 5A: Percent Distribution of PLEASURE Trips and Person-trips by Round-trip Distance, Second Quarter, 1986

Trip Distance*	Percent of Trips	Percent of Person-trips
200-299 miles	22%	22%
300-399 miles	15	16
400-599 miles	15	16
600-999 miles	14	14
1,000-1,999 miles	15	14
2,000 miles or more	12	12
Outside U.S.	7	6
Total	100%	100%
Average distance*	980 miles	940 miles
Mode of Transportation		
Auto/truck/RV	73%	76%
Airplane	23	20
Bus	3	2
Train	1	1
Other	1	1
Total	100	100

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

*Round-trip straight-line distance for domestic travel only.

Base: 114.4 million pleasure trips,
220.9 million pleasure person-trips.

Table 5B: Percent Distribution of PLEASURE Trips and Person-trips by Duration of Trip and Type of Lodging, Second Quarter, 1986

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	6%	5%
One night	10	8
2 to 3 nights	40	42
4 to 9 nights	30	30
10 nights or more	15	15
Total	100%	100%
Average duration	5.5 nights	5.3 nights
Type of Lodging		
Home of friends/relatives	48%	49%
Hotel/motel/motor hotel	38	37
Rented cabin/condo./ vacation home	4	4
Owned cabin/condo./ vacation home	4	4
Camper/RV/tent	6	7
Other	2	2
No nights	6	5

Note: Details may not add to totals due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 114.4 million pleasure trips,
220.9 million pleasure person-trips.

Table 5C: Percent Distribution of PLEASURE Trips and Person-trips by Purpose and Type of Trip, Second Quarter, 1986

	Percent of Trips	Percent of Person-trips
Vacation or Other Trip		
Vacation trip	79%	81%
Not a Vacation trip	21	19
Total	100%	100%
Weekend or Other Trip		
Weekend trip	45%	48%
Not a weekend trip	55	52
Total	100%	100%

Note: Details may not add to 100% due to rounding.
Source: U.S. Travel Data Center

Base: 114.4 million pleasure trips,
220.9 million pleasure person-trips.

Table 5D: Percent Distribution of PLEASURE Trips and Person-trips by Travel Party Size and Structure, Second Quarter, 1986

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	50%	31%
Two	31	32
Three	9	14
Four	6	14
Five or more	4	10
Total	100%	100%
Travel Party Structure		
One adult without children	50%	31%
Two or more adults, without children	31	36
One adult with children	4	6
Two or more adults with children	15	27
Total	100%	100%

Note: Details may not add totals due to rounding.
Source: U.S. Travel Data Center

Base: 114.4 million pleasure trips,
220.9 million pleasure person-trips.

Table 5E: Percent Distribution of PLEASURE Trips and Person-trips by Family Income and Age, Second Quarter, 1986

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	8%	7%
$10,000-$19,999	17	17
$20,000-$29,999	20	19
$30,000 or more	41	45
Not reported	13	11
Total	100%	100%

Age [1]	Percent of Person-trips
Less than 18 years [2]	13%
18-24 years	13
25-34 years	25
35-44 years	15
45-54 years	13
55-64 years	11
65 years or older	9
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1] This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
[2] Does not include those under 18 traveling alone.

Base: 114.4 million pleasure trips,
220.9 million pleasure person-trips.

Table 5F: Percent Distribution of PLEASURE Trips and Person-trips by Destination Region, Second Quarter, 1986

Destination Region	Percent of Trips	Percent of Person-trips
New England	3%	3%
Mid-Atlantic	8	8
South Atlantic	23	24
East South Central	6	6
West South Central	11	11
East North Central	13	14
West North Central	9	9
Mountain	6	6
Pacific	14	13
Outside U.S.	7	6
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 114.4 million pleasure trips,
220.9 million pleasure person-trips.

Table 5G: Percent Distribution of PLEASURE Trips and Person-trips by Region of Trip Origin, Second Quarter, 1986

Origin Region	Percent of Trips	Percent of Person-trips
New England	3%	3%
Mid-Atlantic	13	13
South Atlantic	16	17
East South Central	6	5
West South Central	12	13
East North Central	21	22
West North Central	10	10
Mountain	5	4
Pacific	12	12
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 114.4 million pleasure trips,
220.9 million pleasure person-trips.

Table 5H: Percent Distribution of PLEASURE Trips and Person-trips by ADI of Origin and Area of Destination, Second Quarter, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin*		
Over 1,000,000	42%	36%
250,000 to 999,999	42	42
50,000 to 249,999	16	21
Less than 50,000	*	1
Total	100%	100%
Area of Destination		
A County	34%	38%
Within Major City	26%	29%
B County	27	25
C County	15	14
D County	16	16
Outside the U.S.	7	6
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

*As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 114.4 million pleasure trips,
220.9 million pleasure person-trips.

Table 6A: Percent Distribution of VACATION Trips and Person-trips by Round-trip Distance, Second Quarter, 1986

Trip Distance*	Percent of Trips	Percent of Person-trips
200-299 miles	21%	21%
300-399 miles	14	15
400-599 miles	16	17
600-999 miles	15	15
1,000-1,999 miles	14	13
2,000 miles or more	14	13
Outside U.S.	7	7
Total	100%	100%
Average distance*	1,010 miles	960 miles
Mode of Transportation		
Auto/truck/RV	74%	77%
Airplane	22	19
Bus	2	2
Train	1	1
Other	*	*
Total	100	100

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

* Round-trip straight-line distance for domestic travel only.

Base: 95.5 million vacation trips,
187.7 million vacation person-trips.

Table 6B: Percent Distribution of VACATION Trips and Person-trips by Duration of Trip and Type of Lodging, Second Quarter, 1986

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	4%	4%
One night	8	7
2 to 3 nights	40	41
4 to 9 nights	32	32
10 nights or more	16	16
Total	100%	100%
Average duration	5.7 nights	5.5 nights
Type of Lodging		
Home of friends/relatives	44%	44%
Hotel/motel/motor hotel	41	42
Rented cabin/condo./ vacation home	4	5
Owned cabin/condo./ vacation home	5	5
Camper/RV/tent	7	8
Other	3	3
No nights	4	4

Note: Details may not add to totals due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 95.5 million vacation trips,
187.7 million vacation person-trips.

Table 6C: Percent Distribution of VACATION Trips and Person-trips by Purpose and Type of Trip, Second Quarter, 1986

	Percent of Trips	Percent of Person-trips
Purpose of Trip		
Visit friends/relatives	37%	38%
Other pleasure	52	53
Business/convention	4	4
Other	7	6
Total	100%	100%
Weekend or Other Trip		
Weekend trip	47%	49%
Not a weekend trip	53	51
Total	100%	100%

Note: Details may not add to 100% due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 95.5 million vacation trips,
187.7 million vacation person-trips.

Table 6D: Percent Distribution of VACATION Trips and Person-trips by Travel Party Size and Structure, Second Quarter, 1986

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	47%	27%
Two	33	33
Three	10	15
Four	7	14
Five or more	4	10
Total	100%	100%
Travel Party Structure		
One adult without children	47%	27%
Two or more adults, without children	33	38
One adult with children	4	6
Two or more adults with children	15	28
Total	100%	100%

Note: Details may not add totals due to rounding.
Source: U.S. Travel Data Center

Base: 95.5 million vacation trips,
187.7 million vacation person-trips.

Table 6E: Percent Distribution of VACATION Trips and Person-trips by Family Income and Age, Second Quarter, 1986

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	10%	8%
$10,000-$19,999	18	17
$20,000-$29,999	19	18
$30,000 or more	39	45
Not reported	14	13
Total	100%	100%

Age[1]	Percent of Person-trips
Less than 18 years[2]	14%
18-24 years	13
25-34 years	24
35-44 years	14
45-54 years	13
55-64 years	11
65 years or older	11
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1] This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
[2] Does not include those under 18 traveling alone.

Base: 95.5 million vacation trips,
187.7 million vacation person-trips.

Table 6F: Percent Distribution of VACATION Trips and Person-trips by Destination Region, Second Quarter, 1986

Destination Region	Percent of Trips	Percent of Person-trips
New England	4%	3%
Mid-Atlantic	9	9
South Atlantic	23	25
East South Central	5	6
West South Central	9	9
East North Central	12	13
West North Central	9	9
Mountain	7	6
Pacific	15	13
Outside U.S.	7	7
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 95.5 million vacation trips,
187.7 million vacation person-trips.

Table 6G: Percent Distribution of VACATION Trips and Person-trips by Region of Trip Origin, Second Quarter, 1986

Origin Region	Percent of Trips	Percent of Person-trips
New England	4%	4%
Mid-Atlantic	14	14
South Atlantic	13	18
East South Central	3	5
West South Central	15	10
East North Central	22	24
West North Central	13	8
Mountain	3	5
Pacific	13	12
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 95.5 million vacation trips,
187.7 million vacation person-trips.

Table 6H: Percent Distribution of VACATION Trips and Person-trips by ADI of Origin and Area of Destination, Second Quarter, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin*		
Over 1,000,000	36%	37%
250,000 to 999,999	46	44
50,000 to 249,999	17	18
Less than 50,000	1	1
Total	100%	100%
Area of Destination		
A County	36%	36%
Within Major City	27%	27%
B County	27	25
C County	14	15
D County	16	17
Outside the U.S.	7	7
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

*As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 95.5 million vacation trips,
187.7 million vacation person-trips.

Table 7A: Percent Distribution of WEEKEND Trips and Person-trips by Round-trip Distance, Second Quarter, 1986

Trip Distance*	Percent of Trips	Percent of Person-trips
200-299 miles	28%	28%
300-399 miles	18	21
400-599 miles	21	21
600-999 miles	13	12
1,000-1,999 miles	8	8
2,000 miles or more	8	7
Outside U.S.	5	4
Total	100%	100%
Average distance*	700 miles	680 miles
Mode of Transportation		
Auto/truck/RV	81%	85%
Airplane	15	12
Bus	2	2
Train	1	1
Other	1	1
Total	100	100

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

* Round-trip straight-line distance for domestic travel only.

Base: 63.0 million weekend trips,
125.0 million weekend person-trips.

Table 7B: Percent Distribution of WEEKEND Trips and Person-trips by Duration of Trip and Type of Lodging, Second Quarter, 1986

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	0%	0%
One night	13	12
2 to 3 nights	69	70
4 to 9 nights	17	17
10 nights or more	0	0
Total	100%	100%
Average duration	2.5 nights	2.6 nights
Type of Lodging		
Home of friends/relatives	44%	45%
Hotel/motel/motor hotel	45	44
Rented cabin/condo./ weekend home	3	3
Owned cabin/condo./ weekend home	4	3
Camper/RV/tent	6	6
Other	2	2
No nights	0	0

Note: Details may not add to totals due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 63.0 million weekend trips,
125.0 million weekend person-trips.

Table 7C: Percent Distribution of WEEKEND Trips and Person-trips by Purpose and Type of Trip, Second Quarter, 1986

	Percent of Trips	Percent of Person-trips
Purpose of Trip		
Visit friends/relatives	36%	39%
Other pleasure	42	43
Business/convention	12	9
Other	10	10
Total	100%	100%
Vacation or Other Trip		
Vacation trip	71%	73%
Not a vacation trip	29	27
Total	100%	100%

Note: Details may not add to 100% due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 63.0 million weekend trips,
125.0 million weekend person-trips.

Table 7D: Percent Distribution of WEEKEND Trips and Person-trips by Travel Party Size and Structure, Second Quarter, 1986

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	45%	26%
Two	34	34
Three	10	14
Four	8	15
Five or more	4	10
Total	100%	100%
Travel Party Structure		
One adult without children	45%	26%
Two or more adults, without children	35	39
One adult with children	4	6
Two or more adults with children	15	28
Total	100%	100%

Note: Details may not add totals due to rounding.
Source: U.S. Travel Data Center

Base: 63.0 million weekend trips,
125.0 million weekend person-trips.

Table 7E: Percent Distribution of WEEKEND Trips and Person-trips by Family Income and Age, Second Quarter, 1986

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	8%	7%
$10,000-$19,999	16	16
$20,000-$29,999	19	20
$30,000 or more	44	47
Not reported	12	11
Total	100%	100%

Age[1]	Percent of Person-trips
Less than 18 years[2]	15%
18-24 years	13
25-34 years	27
35-44 years	18
45-54 years	10
55-64 years	9
65 years or older	7
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1]This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
[2]Does not include those under 18 traveling alone.

Base: 63.0 million weekend trips,
125.0 million weekend person-trips.

Table 7F: Percent Distribution of WEEKEND Trips and Person-trips by Destination Region, Second Quarter, 1986

Destination Region	Percent of Trips	Percent of Person-trips
New England	5%	5%
Mid-Atlantic	10	8
South Atlantic	16	18
East South Central	6	7
West South Central	13	9
East North Central	15	18
West North Central	11	10
Mountain	8	6
Pacific	10	14
Outside U.S.	5	4
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 63.0 million weekend trips,
125.0 million weekend person-trips.

Table 7G: Percent Distribution of WEEKEND Trips and Person-trips by Region of Trip Origin, Second Quarter, 1986

Origin Region	Percent of Trips	Percent of Person-trips
New England	3%	3%
Mid-Atlantic	12	11
South Atlantic	13	14
East South Central	3	3
West South Central	15	15
East North Central	23	25
West North Central	13	11
Mountain	3	3
Pacific	13	13
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 63.0 million weekend trips,
125.0 million weekend person-trips.

Table 7H: Percent Distribution of WEEKEND Trips and Person-trips by ADI of Origin and Area of Destination, Second Quarter, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin*		
Over 1,000,000	41%	40%
250,000 to 999,999	38	38
50,000 to 249,999	20	21
Less than 50,000	1	1
Total	100%	100%
Area of Destination		
A County	38%	38%
Within Major City	30%	30%
B County	25	23
C County	14	16
D County	18	20
Outside the U.S.	5	4
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

*As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 63.0 million weekend trips,
125.0 million weekend person-trips.

Table 8A: Monthly Average Number of U.S. Adults taking Trips by Major Trip Characteristics, First Through Second Quarter, 1986.

	U.S. Adults (millions)		
Trip Characteristics	First Quarter	Second Quarter	Year-to-Date
Total Population	175.3	175.8	175.6
Took one or more trips	26.0	46.6	36.3
Purpose of trip			
Visit friends/relatives	10.6	16.0	13.3
Other pleasure	7.5	18.1	12.8
Business/convention	7.0	6.6	6.8
Mode of transport			
Auto/truck/RV	16.8	32.6	24.7
Air	7.7	8.6	8.2
Vacation trip	14.3	28.7	21.5
Weekend trip	11.7	18.5	15.1

Source: U.S. Travel Data Center

Table 8B: Number of Trips and Person-trips by Major Trip Characteristics, First Through Second Quarters, 1986

	Trips (millions)			Person-trips (millions)		
	1st Quarter	2nd Quarter	Year-to-Date	1st Quarter	2nd Quarter	Year-to-Date
Trip Characteristics						
All trips	104.7	155.9	260.6	183.2	283.9	467.1
Purpose of trip						
Visit friends/ relatives	43.6	50.0	93.6	84.5	97.5	182.0
Other pleasure	27.6	64.4	92.0	50.4	123.4	173.8
Business/convention	27.8	33.9	61.7	35.0	47.2	82.2
Mode of transport						
Auto/truck/RV	71.2	109.5	180.7	130.7	212.2	342.9
Air	28.2	37.8	66.0	43.7	58.5	102.2
Vacation trip	55.7	95.5	151.2	108.5	187.7	296.2
Weekend trip	46.7	63.0	109.7	83.9	125.0	208.9

Source: U.S. Travel Data Center

APPENDIX B
NATIONAL TRAVEL SURVEY METHODOLOGY

The National Travel Survey is based upon data collected each month by telephone interview from a national probability sample of 1,500 adults (age 18+) representing the total adult, civilian, non-institutional population of the contiguous United States.

The sample design is a two-stage, stratified, internally replicated national probability sample. The first stage of stratification is the nine census regions in the contiguous United States, omitting Hawaii and Alaska. The second stage is Areas of Dominant Influence (ADIs) within each of the census regions.

Each month, a new sample is drawn. However, because the primary and secondary sampling units are the same in each month, the successive samples are "matched", thus improving the trendability of the data.

To construct the sample, the entire country is divided into the nine regions defined by the U. S. Bureau of Census except that Hawaii and Alaska are deleted from the Pacific region. Within each region, the Areas of Dominant Influence (ADIs), as defined by Arbitron, are arrayed in terms of population. These ADIs form the primary sampling units of the sample.

Within each ADI, counties are arrayed by population, and within each county, minor civil divisions (MCDs) are arrayed in terms of population. From this listing for each region, systematic random sampling is used to select a sample of MCDs.

A total of 500 sampling units is chosen overall. This actually consists of eight separate matched samples, each consisting of 62 or 63 sampling units. Each of these eight matched samples is itself a national probabilty sample. The use of eight matched samples or internal replicates allows us to obtain data-based estimates of sampling error utilizing the well-known procedures develcped by Professor John Tukey.

For each of the 500 minor civil divisions (MCDs) selected, the actual sampling point is defined as the largest telephone book containing the minor civil division. Since each minor civil division in the United States has a chance of selection proportional to its population, and since each minor civil division is associated with one and only one telephone book, each telephone book has a probability of selection proportional to the number of people living in the area and not to the number of telephones whether listed or unlisted.

An equal number of telephone numbers is selected from each telephone book in such a way that every number listed in the book has an equal chance of being selected. These numbers form a base for the sample, but since they are all listed numbers, they are not used for actual calling. Rather, a random digit is systematically added to the listed numbers selected so as to give a random sample of both listed and nonlisted numbers. This takes advantage of the fact that unlisted numbers are randomly distributed over all telephone numbers.

The procedure gives every telephone household a known (and approximately equal) chance of selection into the sample. To extend the sampling procedure to individuals, a systematic random respondent selection procedure is required. In this sample, potentially heavier travelers within households are over-sampled.

In projecting results, an unequal probability of selection of individuals is corrected by weighting all respondents where the weight given each individual is inversely proportional to the probability of selection of the individual. Such weighting is used to correct for the limitation of one respondent per household in order to give a more accurate count of all trips taken and to correct for unequal probabilities of selection within the household. Weighting is also done when necessary by demographic factors to compensate for any random variation in response.

A national probability sample of at least 1,500 U.S. adults (age 18+) is contacted by telephone each month. Each respondent is asked about all trips of 75 miles or more, one-way, he or she took during the month immediately preceding the interview. Those trips subsequently calculated to be less than 100 miles in one-way, straight-line distance are excluded from the estimates of trips. Starting in 1986, data are also now being collected on trips of less than 100 miles which included one night or more spent in paid accommodations. Demographic information is also collected from all 1,500 respondents.

In addition, all travelers are asked to answer questions concerning vacation travel intentions. These questions are also asked of a random sample of the non-travelers sufficient to bring the total number of respondents answering these questions up to a minimum of 1,000.

APPENDIX C
GLOSSARY OF TERMS

ADI (Area of Dominant Influence) of Origin. The geographic area of origin of the respondent is defined as the ADI (Area of Dominant Influence) in which the respondent resides. An ADI is defined by the Arbitron Ratings Company as including all counties in which the television stations from a given city are watched more than television stations from any other city. Therefore, an ADI includes not only the metropolitan statistical area (MSA), but also all the surrounding towns and counties which receive the major share of their television exposure from that point.

In this report, following Arbitron's standards, the ADIs of origin are classified according to four population categories: Over one million (large); 250,000 to 999,999 (medium); 50,000 to 249,999 (small); and under 50,000 (also small).

Air Trip. Any trip where the one type of transportation used to cover most of the miles on that trip was given as "airplane."

Area of Destination. Following Arbitron's standards, four county types are identified: "A" Counties are those counties located in the 25 most populated metropolitan statistical areas (MSAs) in the U.S.; "B" Counties have populations of or are located within MSAs of over 150,000 (but are not"A" counties); "C" Counties have populations of or are located within MSAs of 35,000 to 150,000 (but are not "A" or "B" counties); "D" Counties describe all others. Also, those who visited the actual city within the top 25 MSAs are shown as a component of the "A" County category.

Auto/Truck/RV Trip. Any trip where the one type of transportation used to cover most of the miles on that trip was given as "auto or truck without camping equipment," "auto or truck with camper trailer or camping equipment," or "self-contained recreational vehicle (live-in camper)."

Business/Convention Trip. Any trip where the purpose of the trip was given as "business" or "convention, seminar, meeting."

Census Region of Origin /Destination. Data from the National Travel Survey are tabulated by the following regions, as defined by the U.S. Bureau of the Census: New England, Mid-Atlantic, East North Central, West North Central, South Atlantic, East South Central, Mountain, and Pacific. In addition, travel outside the U.S. is broken down by Canada, Mexico and Overseas.

Destination. The place given by the respondent as the destination of the trip in answer to the question, "Thinking of this trip what is the name of the destination or farthest place you reached on that trip?

Distance. See "Trip Distance."

Duration. See "Trip Duration."

East North Central. The geographic area of the U.S. comprising the states of Illinois, Indiana, Michigan, Ohio, and Wisconsin.

East South Central. The geographic area of the U.S. comprising the states of Alabama, Kentucky, Mississippi, and Tennessee.

Family. A "family" includes the household head and all relatives who are currently members of the household.

Family Income. The total combined income of the respondent's family.

Geographic Residence/Destination. Information on the geographic area of residence of the respondent and the trip destination is classified according ADI's as defined by the Arbitron Ratings Company. See "ADI of Origin" and "Area of Destination".

Household. A "household" comprises all persons who occupy a "housing unit," that is, a house, an apartment, or other group of rooms, or a room that constitutes separate living quarters.

Inside U.S. In this report, this term refers to all travel within the United States, including Alaska and Hawaii.

Lodging. Information was gathered on seven lodging categories: (1) homes of friends and relatives, (2) hotels, motels, motor hotels and tourist courts, (3) rented cabins, condominiums and vacation homes, (4) owned cabins, condominiums and vacation homes, (5) campers, trailers, recreational vehicles, and tents, (6) enrounte, for example, nights spent in a common carrier, and (7) other.

MSA. See "Metropolitan Statistical Area."

Metropolitan Statistical Area. A Metropolitan Statisical Area (MSA) is an integrated economic and social unit with a large population nucleus. Each MSA consists of one or more counties meeting standards of population and metropolitan character, except New England where towns and cities rather than counties are the basic geographic units.

Mid-Atlantic. The geographic area of the U.S. comprising the states of New Jersey, New York, and Pennsylvania.

Mode of Transport. Each trip is classified by the respondent according to the primary mode of transportation in answer to the question, "What was the one type of transportation used to cover most of the miles on this trip?" The survey gathers data by eight classifications: (1) Auto or truck without camping equipment, (2) auto or truck with camper trailer or camping

equipment, (3) self-contained recreational vehicle (live-in trailer), (4) airplane, (5) bus, (6) train, (7) ship or boat, and (8) other.

Mountain. The geographic area of the U.S. comprising the states of Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming.

New England. The geographic area of the U.S. comprising the states of Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont.

Outside the U.S. The geographic area comprising all foreign destinations, excluding the contiguous U.S., Alaska, and Hawaii.

Pacific. Alaska, California, Hawaii, Oregon, and Washington.

Person-Trip. This is a person on a trip. If one person reported three different trips, his/her travel is counted as three trips and three person-trips. If three persons from a household go together on one trip, their travel is counted as one trip and three person-trips.

Pleasure Trip. As used in the table columns, any trip where the purpose of the trip was given as "outdoor recreation (hunting, fishing, boating, camping)" or "entertainment (sightseeing, theater, sports)." .

Purpose of Trip. The respondent was asked to identify for each trip reported the "main reason for this trip. Responses were classified as follows: (1) visit friends and relatives, (2) Convention, seminar, meeting, (3) business, (4) outdoor recreation (hunting, fishing, boating, camping), (5) entertainment (sightseeing, theater, sports), (6) personal, family (medical, funeral, wedding), and (7) other.

The main purpose for the trip was ascribed to each person on the trip. If a trip was taken by the respondent and two other people traveling with him/her to visit friends and realtives, three person-trips were counted for this purpose. Similarly, if the trip had been primarily for business, three person-trips were counted for business.

In this report, travel for "convention, seminar, meeting," and "business" has been combined, and travel for "outdoor recreation," and "entertainment" has been combined into a "pleasure" category, in the table columns.

Respondent. This is the person completing the telephone interview.

South Atlantic. The geographic area of the U.S. comprising the states of Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, and West Virginia.

Straight-Line Miles. This is a "great circle" distance approximation using arithmentically derived coordinates (based upon longitude and latitude) and the Pythagorean Theorom. Straight-line miles are calculated by computer program and adjusted to trip distance for presentation in this report. See "Trip Distance."

Travel Party Size. The travel party for each trip is categorized into one of several groups depending upon the number of household members who went on that trip.

Travel Party Structure. The travel party for each trip is categorized depending upon the age and number of family members on that trip.

Trip. A trip is defined as each time a person goes to a place at least 100 miles away from home and returns. The following types of trips were specifically excluded: (1) travel as part of an operation crew on a train, airplane, truck, bus or ship, (2) commuting to a place of work, and (3) student trips to or from school.

In this survey, respondents are asked to report all trips of 75 miles or more, one-way, taken during the month immediately preceding the interview. Those trips subsequently calculated to be less than 100 miles in one-way, straight-line distance are excluded from the estimates of trips. This is done in an effort to minimize failure to report trips of 100 miles or more due to respondents error in recall.

Trip Distance. Trip distance is reported in terms of round-trip miles in this report. Round-trip miles are twice the calculated one-way, straight-line miles from origin to destination. These are calculated for domestic trips only. See "Straight-line Miles."

Trip Duration. This is the number of nights spent away from home on one trip. This includes nights spent at the destination and enroute. It is possible for a trip not to involve an overnight away from home if the traveler took a trip of 100 miles or more and returned home the same day.

Vacation Trip. Vacation was considered to be an occasion when trips are taken, but was not listed as a purpose or reason for travel. The respondent was asked for each trip reported, "Was this a vacation trip?"

Visit Friends/Relatives Trip. Any trip where the purpose of the trip was to "visit friends and/or relatives."

Weekend Trip. Each trip was classified as to whether it was a weekend trip by asking the respondents, "Was this a weekend or long weekend trip?" for each trip reported.

West North Central. The geographic area of the U.S. comprising the states of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, and South Dakota.

West South Central. The geographic area of the U.S. comprising the states of Arkansas, Louisiana, Oklahoma, and Texas.

APPENDIX D
SAMPLE CHARACTERISTICS
SECOND QUARTER, 1986

Number of telephone numbers selected	22,500
Number of interviews completed	4,562
Number of respondents reporting one or more qualifying trips	1,289
Total number of qualifying trips	1,780

APPENDIX E
SAMPLING ERROR, SECOND QUARTER 1986

There are a variey of statistical reasons why theoretical estimates can give only a rough indication of sampling error for key projections of this survey (e.g., trips). These include weighting, clustering, and response rates. For these reasons, the sample was designed to utilize the method of internal replication to obtain a more accurate measure of actual sampling error. In this method, the total sample is constructed or built up from a series of matched samples of small size. Each of these smaller samples is itself a national probability sample drawn as described in Appendix A. Each sample can thus be viewed as a sample of the universe of all households in the United States. The variation between samples can be used to give an indication of the sampling error.

For this study, a total of seven matched samples was utilized. Each of these consisted of fifty primary sampling units. Each of these samples was drawn so as to give the proper proportion of respondents in each travel region and in metropolitan and non-metropolitan areas. The tables below indicates the confidence intervals at the 95% confidence level based on this internal replication approach. The basic estimates of sampling error were supplied by Dr. Michael Rappeport of RL Associates, Princeton, New Jersey, and suggest the confidence intervals for the trip estimates contained in this report.

TRIP OR TRAVELER CHARACTERISTICS	PERCENT OF TRIPS	95% CONFIDENCE INTERVAL
DESTINATION REGION		
New England	3%	±1%**
Mid-Atlantic	7	±1*
South Atlantic	21	±1
East South Central	7	±1*
West South Central	13	±1*
East North Central	12	±1*
West North Central	7	±1*
Mountain	9	±1*
Pacific	16	±1
Outside U.S.	5	±1*

*Due to the small estimated percentage of trips for this category, the relative error is high. This estimate, therefore, should be used with care.

**Due to the very small estimated percentage of trips for this category, the relative error is very high. This estimate, therefore, should be used with extreme care.

TRIP OR TRAVELER CHARACTERISTICS -(Continued)	PERCENT OF TRIPS	95% CONFIDENCE INTERVAL
TRIP DISTANCE		
200-299 miles	23%	±1%
300-399 miles	14	±1*
400-499 miles	10	±1*
500-599 miles	6	±1*
600-999 miles	14	±1*
1,000-1,999 miles	16	±1
2,000 miles or more	12	±1*
Outside U.S.	5	±1*
TRIP DURATION		
No nights	10%	±1%*
One night	13	±1*
2-3 nights	39	±1
4-9 nights	26	±1
10 nights or more	13	±1*
FAMILY INCOME		
Less than $10,000	7%	±1*
$10,000-$19,000	15	±1
$20,000-$29,999	18	±1
$30,000-$39,999	19	±1
$40,000 or more	28	±1
Refused	13	±1*
TYPE OF LODGING		
Home of friends/relatives	35%	±1%
Hotel/motel/motor hotel	46	±1
Rented cabin/condo/vacation home	3	±1**
Owned cabin/condo/vacation home	4	±1**
Camper/RV/tent	5	±1*
No nights	10	±1*

TRIP OR TRAVELER CHARACTERISTICS -(Continued)	PERCENT OF TRIPS	95% CONFIDENCE INTERVAL
ORIGIN REGION		
New England	4%	±1%**
Mid-Atlantic	13	±1*
South Atlantic	15	±1
East South Central	6	±1*
West South Central	11	±1*
East North Central	21	±1
West North Central	10	±1*
Mountain	5	±1*
Pacific	13	±1*
PURPOSE OF TRIP		
Visit friends/relatives	32%	±1%
Other pleasure	42	±1
Business/convention	22	±1
MODE OF TRANSPORTATION		
Auto/truck/RV	70%	±1%
Air	24	±1
VACATION TRIP		
Vacation	61%	±1%
Not a vacation	39	±1
WEEKEND TRIP		
Weekend	40%	±1%
Not over a weekend	60	±1

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1986
NATIONAL TRAVEL SURVEY
THIRD QUARTER REPORT

U.S. TRAVEL DATA CENTER
WASHINGTON, D.C.

PRICE: SEVENTY-FIVE DOLLARS

ISSN: 0737-2620

An Affiliate of the Travel Industry Association of America

The US Travel Data Center is the national, non-profit center for travel and tourism research. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of the travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic, and scientific research concerning travel, the travel industry and travel-related industries. In pursuit of this objective, the Data Center gathers, analyzes, publishes and disseminates the results of such research, and cooperates with all government agencies, private industry and academic institutions with similar purposes and objectives.

The US Travel Data Center is an affiliate of the Travel Industry Association of America (TIA), the national, non-profit association representing all components of the U.S. travel industry, the third largest retail industry in the United States.

Rossi Ralenkotter, Chairman

Dr. Douglas C. Frechtling, Director

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EXECUTIVE SUMMARY

- A number of positive economic conditions combined with favorable levels of consumer confidence to produce an environment conducive to travel in the third quarter of 1986.

- As a result, travel grew at a healthy rate over the same three month period of 1985. Americans took 184 million trips during the months of July, August, and September representing a five percent increase. Total person-trips rose proportionally to 376 million.

- Travel to visit friends and relatives was the biggest contributer to the overall growth. Travel for this reason grew eight percent. Business/convention travel and travel for sightseeing, entertainment, and outdoor recreation grew modestly.

- Air travel grew faster than travel by auto/truck/RV despite a huge drop in the price of gasoline. Over a third of the air person-trips were taken over a weekend.

- A twelve percent increase in the number of weekend person-trips was reported. The reasons for this travel remained similar to those of 1985. The average round-trip distance of weekend travel grew by 120 miles, due largely to the greater use of air transportation among these travelers.

- Vacation travel pulled out of soft first and second quarters and gained nearly six percent during the third. Much of this gain is due to a strong summer vacation season finish.

- Lodging in hotels and motels was used by 46 percent of all travelers. Much of this gain was due to combined business/convention and vacation travel growth.

- Third quarter 1986 travelers averaged fewer nights away from home than in 1985, 5.3.

- The South Atlantic census region attracted the largest number of travelers during the third quarter of 1986, 21 percent.

- The East North Central census region jumped to the top position as a producer of travelers, generating 19 percent of total person-trips taken during the third quarter.

TABLE OF CONTENTS

	Page
Introduction	1
Guide to Using This Report	3
Background Factors for Travel During Third Quarter, 1986	5
Overview of Third Quarter, 1986 Travel Activity	7
Mode of Transportation	9
Purpose of Trip	11
Vacation Travel	13
Weekend Travel	14
Hotel/motel Travel	16
Year-to-date	17
Appendices	19
Appendix A: Tables of Results	A1
Appendix B: Survey Methodology	B1
Appendix C: Glossary of Terms	C1
Appendix D: Sample Characteristics	D1
Appendix E: Sampling Error	E1

INTRODUCTION

In March 1979, the U.S. Travel Data Center began conducting a monthly National Travel Survey. Since that time, quarterly and annual summaries of results have been published regularly to provide Data Center members and other interested marketers and researchers with timely, consistent and relevant data on major trends in U.S. travel activity.

Travel activity in recent years has faced numerous challenges. Petroleum shortages, inflation, changing regulatory policies, economic decline and recovery, and shifting consumer buying habits all influence the volume and patterns of U.S. travel activity. This and other reports from the Data Center's National Travel Survey contribute to a better understanding of changing travel markets.

This report summarizes U.S. travel volume and characteristics during the third quarter of 1986.

GUIDE TO USING THIS REPORT

The first section of this report reviews factors related to U.S. travel activity in the past, specifically economic conditions and weather patterns.

Next is an analysis of major travel patterns and trends occurring during the third quarter of 1986 compared to the same period of 1985. Separate discussions of a number of important U.S. travel markets are included. Throughout this analysis, lettered tables show average trip characteristics in several different categories.

Summary tables of the complete results of the third quarter, 1986 National Travel Survey arranged by type of trip comprise Appendix A. These tables show the base number of trips and person-trips for each category and the percent distributions of these trips and person-trips by a number of trip and traveler characteristics. References appearing in parentheses are made in the analysis to these summary tables.

Following earlier National Travel Surveys, travel is measured by trips and person-trips. A "trip" is defined as travel to a place 100 miles or more away from home and return, whether or not an overnight stay is involved. Every time a respondent travels, either alone or with other members of the household, a trip is recorded. A "person-trip" is counted every time one person takes a trip. If the respondent travels with two other members of the household, one trip and three person-trips are counted. More detailed definitions of these and other terms used in this report are found in Appendix B: Glossary of Terms. Also located in the appendices are the following: Appendix C which provides a description of the methodology used to conduct the survey, Appendix D which shows a summary of the sample characteristics for the third quarter of 1986, and Appendix E which discusses sampling error.

This is the third report in a series of reports based on the 1986 National Travel Survey. Quarterly and annual reports summarizing data from the 1979 through 1985 National Travel Surveys have also been published.

Travel industry members and other interested parties are invited to participate in the National Travel Survey program. The survey combines the low cost advantage of a syndicated study with the flexibility of custom research to provide subscribers with the best survey package the Data Center can offer.

In addition to receiving reliable monthly data on Americans' travel activity and intentions, subscribers are entitled to add several questions of their own selection at any time during the year and to use the existing data base to segment responses.

For a prospectus describing the National Travel Survey, contact Suzanne D. Cook, Assistant Director, U.S. Travel Data Center, Suite 610, 1899 L Street, N.W., Washington, D.C. 20036, (202) 293-1040.

BACKGROUND FACTORS FOR TRAVEL DURING THIRD QUARTER, 1986

Economic Developments

The third quarter economy of 1986 compared favorably with that of a year earlier and contributed to an environment which encouraged travel. Table A below provides a comparison of the major economic developments between the third quarters of 1985 and 1986.

Table A: Overall U.S. Economic Developments, Third Quarter, 1986 and 1985 (Percent change from previous year)

	1986	1985
Dollar GNP	5.2%	6.1%
Real GNP	2.3	2.7
Personal income	5.4	5.8
Personal consumption expenditure(real)	4.5	3.9
Corporate profits after tax	7.9	-1.8
Consumer price index	1.6	3.4
Travel price index	-1.8	5.1
Payroll employment	2.4	3.1

Dollar GNP rose five percent over the third quarter of 1985, down one percentage point from the gain logged that year. Real GNP slowed its growth from the previous year, too. Adjusted for 1982 dollars, real GNP for the quarter climbed two percent over the level of a year ago.

The change in the rate of inflation as measured by the Consumer Price Index and the Travel Price Index was a welcome surprise. The CPI climbed only half as fast as during the previous year, advancing less than two percent. Concurrently, a dramatic 29 percent decline in the price of gasoline led to a two percent decline in the Travel Price Index. Besides gasoline, other components of the TPI compared favorably. Only taxi cab fares, intercity railroads, and intercity bus fares increased more this quarter than in 1985 - air fares, prices for food while away from home, and lodging while away from home slowed their growth.

Personal income nearly met the improvement realized during the same period of 1985. The five percent increase armed consumers with strong purchasing power when matched to the weak increase in consumer prices. Sales of household durables and automobiles, especially imports, signified the willingness of consumers to spend this additional windfall. Real personal consumption expenditures grew over four percent, topping the increase of a year earlier.

Robust spending and much lower energy costs contributed to a substantial gain in corporate profits after tax. Unfortunately, many of the benefits to be extracted by U.S. companies from the "buy now" environment were not realized. Instead, the enigmatic trade deficit reached record levels, placing severe strain on the economy.

Manufacturing firms, faced with the tough foreign competition, marginally decreased their work forces during the third quarter. Due to growth in the services sector, however, overall payroll employment increased over last year by two percent, or nearly 2.4 million jobs.

Although still indicating general optimism in the economy, the Consumer Confidence Index showed some signs of fa ng. The CCI fell to its lowest level in three years during August. Expectations that improvement was around the corner showed a particularly big drop this quarter of nearly eight points. Still, consumer spending, the engine behind the current economic growth, showed little sign of letting up. In contrast to their evaluation of present and future conditions, Americans planned to buy automobiles, homes, and appliances and the Buying Plans Index gained several points over the third quarter of 1985.[1]

Travel sales faced competition from major appliances, homes, and to a lesser degree automobiles as interest rates declined and personal income advanced. Nevertheless, the pent up desire for travel combined with strong inducements - cheaper gasoline and two holiday weekends - stimulated considerable growth in person-trips during the third quarter.

Weather Conditions. July was a dry month for many states in the southern half of the nation. Otherwise, weather conditions were generally favorable for travel. Near-normal temperatures characterized August's weather. Heat-waves and droughts were relieved by cooler wet weather in the Southeast. In September, dry weather conditions along the Atlantic Coast contrasted with flooding in Oklahoma, Missouri, and Illinois.

Events. An August 1st mid-air collision between a commercial airliner and a small plane outside Los Angeles killed 85 persons. September saw the return of terrorism as bombings swept through Paris. Also during the month, a New York bound Pan Am jet was hijacked in Pakistan by terrorists - 18 persons died.

Calendar. The third quarter boasted two national holidays. Independence Day, July 4, fell on a Friday providing Americans with a three-day weekend and giving New Yorkers a chance to celebrate the Statue of Liberty's birthday with a gala event. September 1, Labor Day, marked the end of the traditional summer season. The third quarter of 1986 carried 13 full weekends as it did in 1985.

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[1] Consumer Attitudes and Buying Plans, The Conference Board, July - September, 1986.

OVERVIEW OF THIRD QUARTER 1986 TRAVEL ACTIVITY

The National Travel Survey reported that an average of 32 percent of all American adults, or 57 million residents (age 18+), traveled away from home during each month of the third quarter of 1986. This represents a five percent increase in adult travelers over the third quarter of 1985.

These American adults took a total of 184 million trips, up five percent over the previous year. The number of person-trips increased proportionally. Rising from 358 million person-trips in 1985, 376 million person-trips were recorded during the third quarter of 1986 (Table 1B).

The size of the average travel party with 2.05 household members remained about the same as a year earlier. However, round-trip distances averaged 990 miles, about 30 miles more per person-trip than in 1985. On the other hand, the average number of nights U.S. resident travelers spent away from home dropped from 5.9 nights to 5.3 nights. Table B compares third quarter 1985 and 1986 travel (Tables 1C, 1D, and 1F).

Table B: Characteristics of the Average Person-trip, Third Quarter, 1986 and 1985

	1986	1985
Persons per trip	2.05	2.04
Miles/person trip*	990	960
Nights/person-trip	5.3	5.9

*Round-trip distance for domestic travel only.

The National Travel Survey showed that growth in travel for the purpose of visiting friends and relatives contributed most significantly to the overall rise in travel for the quarter. Person-trips for this purpose rose eight percent from the previous year. Business/convention travel and "other pleasure" travel showed somewhat less growth from the prior year (Table 1B).

Weekend travel increased dramatically, rising 12 percent over 1985's level. Vacation person-trips logged a six percent increase. Unlike the pervasive nature of the weekend travel, vacation's growth was closely tied to the growth of travel for the purpose of visiting friends and relatives. This motive accounted for 37 percent of all vacation person-trips, a four percentage point increase from 1985 (Table 1E).

Three-fourths of the third quarter's travelers used personal motor vehicles to get to their destinations, nearly the same proportion as a year ago. Use of automobiles, trucks, and RVs

accounted for 286 million person-trips, up three percent. During the third quarter of 1986, travel by air slowed its sky-rocketing growth of the previous seven quarters. Still strong, however, air person-trips grew six percent over that recorded in July, August, and September 1985 (Table 1C).

A larger share of travelers spent at least one night in a hotel or motel, 46 percent in 1986 compared to 41 percent a year earlier. The greater share of overnight business/convention person-trips was mainly the cause of the 17 percent increase in hotel/motel trips and the 18 percent increase in person-trips realized during the third quarter. Shorter stays in these accommodations, however, resulted in actual hotel/motel trip nights rising just five percent. Despite the growth in the number of travelers who visited friends and relatives this quarter, the share of all person-trips involving stays in their homes declined from 45 percent in 1985 to 40 percent (Tables 1B and 1D).

Similarity of the average travel party size to that of a year ago belied the variation in 1986's distribution and composition of travel parties. A greater share of 1986's travel overall involved lone travelers (23 percent), yet larger travel parties were more common, too. Forty percent of all person-trips involved children (Table 1F).

Third quarter 1986 travelers showed a similar distribution according to annual household income as in 1985. Forty-five percent earned below $30,000, 40 percent earned more than $30,000, and 15 percent refused to respond (Table 1G).

The Pacific census region enjoyed the greatest increase in travelers, and garnered a 15 percent share during the third quarter of 1986. However, the South Atlantic census region remained the favorite destination and hosted 21 percent of the quarter's travelers (Table 1H).

The East North Central census region bypassed the South Atlantic census region this quarter as the top producer of person-trips. Nineteen percent of all third quarter person-trips began in this region. The South Atlantic census region and the Pacific census region followed with 14 percent each (Table 1I).

The largest share (43 percent) of all travelers originated in ADIs (Areas of Dominant Influence) with populations of between 250,000 to one million. Large ADIs (over 1 million) supplied the next highest share, 35 percent (Table 1J).

Travelers preferred to visit large city areas. Thirty-five percent of the third quarter person-trips were destined to A Counties (those counties which comprise the 25 largest Metropolitan Statistical Areas) - 25 percent actually visited these cities. B Counties hosted the second largest share of travelers. Those counties with populations over 150,000 or comprising cities with populations over 150,000 hosted 28 percent

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of all visitors. C and D Counties combined (those with populations of less than 150,000) attracted about one-third of all travelers (32 percent) (Table 1J).

Mode of Transportation

Personal motor vehicles carried 76 percent of all American travelers in the third quarter of 1986, about the same as in 1985. In all, 125 million trips and 286 million person-trips primarily used this mode of transportation to cover most of the trip-distance. This represents less growth than in travel overall for the quarter. While the number of auto/truck/RV trips remained unchanged from year earlier levels, larger auto/truck/RV travel parties led to a modest three percent gain in person-trips (Tables 1B and 1C).

Airlines are the second most favored means of travel for U.S. residents, and during the third quarter there was an increase in the number using this mode. Travel by air comprised 18 percent of all 1986 and 1985 third quarter person-trips. During July, August, and September, Americans took 40 million trips and 67 million person-trips by air, up one percent and six percent over 1985, respectively (Tables 1B and 1C).

The major differences between the characteristics of auto/truck/RV trips and air trips are evident in Table C below. Auto/truck/RV travel parties are significantly larger than air travel parties. However, both the distance traveled and trip duration are substantially longer for travel by air (Tables 2A, 2B, 3A, and 3B).

Table C: Characteristics of the Average Auto/Truck/RV and Air Person-trip, Third Quarter, 1986 and 1985

	Auto/Truck/RV		Air	
	1986	1985	1986	1985
Persons/per trip	2.30	2.23	1.68	1.59
Miles/person-trip*	700	700	2,400	2,200
Nights/person-trip	5.1	5.1	7.8	9.1

*Round-trip distance for domestic travel only.

The chart indicates that the average travel party size for both auto/truck/RV and air travel increased relative to the third quarter of 1985. However, auto/truck/RV person-trips exhibited no differences in average round-trip distances or durations, while air person-trips averaged 200 more miles and fewer nights (Tables 2A, 2B, 3A, and 3B).

The purpose of the trip is strongly related to the type of transportation used for the trip. During the third quarter of 1986, 30 percent of those traveling by air were on business compared to only 10 percent of those traveling by auto/truck/RV. Auto travel was more likely to be taken "other pleasure" activities - such as sightseeing, entertainment, and outdoor recreation - than was air (47 percent and 32 percent, respectively). On the other hand, auto and air travelers were somewhat more alike in their propensity to visit friends and relatives, 36 and 32 percent, respectively (Tables 2C and 3C).

Despite a nine point climb from a year ago, the percentage of air person-trips that occurred over a weekend was still significantly less than for auto/truck/RV person-trips. One-third of all air travel, but half of all auto/truck/RV travel, occurred over weekends.

The majority of travelers using either mode were found to have been vacationing. However, vacationers were somewhat more likely to be found among the travelers using personal motor vehicles than among air travelers, 79 percent and 57 percent, respectively (Tables 2C and 3C).

Air travelers were more likely to stay in a hotel or motel than were auto travelers. Fifty-seven percent of the air travelers stayed in these accommodations compared to 46 percent of the auto/truck/RV travelers. The homes of friends and relatives were about as likely to be used by air travelers as auto travelers, 37 and 39 percent, respectively (Tables 2B and 3B).

Preferred travel destinations also differed depending on the mode of transportation used. The greatest share (23 percent) of auto/truck/RV travelers visited the South Atlantic census region, while the greatest share (29 percent) of air travelers were destined to the Pacific census region. By area, the majority of air travelers chose large city areas most often (55 percent). Forty-four percent of the air travelers visited the city itself. In contrast, A counties were visited by auto/truck/RV travelers only slightly less often than were B counties, 30 percent and 31 percent, respectively. Auto travelers were more than twice as likely as air travelers to visit rural areas of the country. Sixteen percent of the auto and seven percent of the air travelers were destined to D Counties (those counties with populations of less than 35,000) (Tables 2G, 2H, 3G and 3H).

The East North Central census region generated the largest share of auto/truck/RV travelers, 21 percent. A similar share of all air travelers originated from the Pacific census region. Auto/truck/RV person-trips were most likely to originate in medium-sized ADIs with populations between 250,000 and 1 million, while air person-trips most frequently began in large ADIs with over 1 million in population. Small ADIs contributed equal shares of auto/truck/RV travelers and air travelers, 22 percent (Tables 2G, 2H, 3G, and 3H).

Purpose of Trip

The National Travel Survey collects data on trips taken for a variety of purposes. For this analysis, pleasure travel, defined as trips taken to visit friends and relatives, for outdoor recreation, sightseeing, and entertainment, is contrasted with business/convention travel. Table D below provides a background for this analysis.

Table D: Characteristics of the Average Pleasure and Business/Convention Person-trip, Third Quarter, 1986 and 1985

	Pleasure		Business/Convention	
	1986	1985	1986	1985
Persons per trip	2.32	2.21	1.41	1.37
Miles/person-trip*	1,020	960	1,040	970
Nights/person-trip	6.0	6.1	4.2	4.2

*Round-trip distance for domestic travel only.

Pleasure travel and business/convention travel understandably differ in many ways. Business/convention travel parties are substantially smaller than pleasure travel parties. It is evident from above that third quarter 1986 pleasure travel also involved significantly longer durations than business/convention travel. The average straight-line round-trip distance of pleasure and business/convention person-trips was not much different, however (Tables 4A, 4B, 5A, and 5B).

Of all third quarter 1986 travel, 77 percent was taken primarily for pleasure purposes and 14 percent for business/convention reasons. Business and conventions were the primary motivators behind 38 million trips and 54 million person-trips this quarter. A total of 128 million trips, representing 293 million person-trips, were taken for pleasure. More than half of the pleasure travel focused on sightseeing, outdoor recreation, and entertainment (Tables 4C and 5C).

Both pleasure travel and business/convention travel posted gains during the third quarter of 1986 compared to the previous year. Travel for business/convention grew three percent, while pleasure travel gained six percent (Tables 1B and 1E).

The larger travel parties of pleasure travelers are related to their greater incidence of taking children along. Forty-six percent of all pleasure person-trips included children, while not surprisingly, only 15 percent of business/convention person-trips did. Children accompanied their parents on more business travel this year, related to the greater incidence of combined business

and vacation travel (Tables 4D and 5D).

As might have been expected, business/convention travelers were more likely to be traveling alone than pleasure travelers. In fact, the majority of business travel (52 percent) during the third quarter of 1986 involved one person. Lone travelers comprised only 16 percent of all pleasure travel for the quarter (Tables 4D and 5D).

Business/convention travelers were more likely this quarter than in 1985 to combine vacation trips with necessary business/convention travel. One-fifth of all business/convention person-trips were also considered, at least in part, to be vacations. During the third quarter of 1985, this was true for fifteen percent. Predictably, the bulk of pleasure travel (86 percent) was classified by respondents to be vacation travel as well (Tables 4C and 5C).

Although auto/truck/RV transportation remained significantly more popular among pleasure travelers than among business/convention travelers (79 percent vs. 53 percent), both groups of travelers were somewhat more likely than a year ago to have flown to their final destination. Business/convention travelers' growing use of the airlines was particularly impressive. Forty-two percent of the 1986 business/convention person-trips flew compared to only 31 percent during the third quarter of 1985. This made these travels more than twice as likely to have used air transportation as pleasure travelers (Table 4A and 5A).

Pleasure travelers most often reported staying in the homes of people they knew, 46 percent. In marked contrast, three-fourths of all business convention travelers reported spending at least one night in a hotel or motel. Only ten percent of these travelers were hosted by acquaintances. As would be expected, pleasure travelers also made greater use of other types of accommodations. Business/convention were twice as likely as pleasure travelers to have made a day-trip (Tables 4B and 5B).

The South Atlantic census region was edged out as the most visited destination for business/convention travelers this year by the Pacific census. This region garnered a 17 percent share of these travelers. The South Atlantic census region remained the favored destination among pleasure travelers, however, hosting 21 percent of these visitors (Tables 4F and 5F).

Twenty-three percent of all business/convention travelers and 17 percent of those traveling for pleasure originated in the East North Central census region, making it the most prolific producer of travel for the third quarter of 1986 (Tables 4G and 5G)

As might have been expected, business/convention travel was more often destined to large city areas than was pleasure travel (55 percent and 32 percent, respectively). On the other hand, B

Counties were more often chosen by pleasure travelers than business/travelers, 30 percent and 22 percent, respectively. Business/convention travelers were most frequently originated from large city areas (ADI's of over 1,000,000), while pleasure travelers most often came from medium ADI's, 46 and 45 percent, respectively (Tables 4H and 5H).

Vacation Travel

During the third quarter, 114 million vacation trips and 267 million vacation person-trips were logged. Vacation travel in terms of person-trips for July, August, and September rose by six percent above 1985's level (Table 1B).

As indicated in the table below, vacation travel involved larger average travel parties than a year ago, but changed little in terms of average distances and durations (Tables 6A and 6B).

Table E: Characteristics of the Average Vacation Person-trip, Third Quarter, 1986 and 1985

	1986	1985
Persons per trip	2.34	2.22
Miles/person-trip*	980	990
Nights/person-trip	6.0	6.2

*Round-trip distance for domestic travel only

The average vacation travel party size usually is among the largest of the travel segments examined. Vacation trips during the third quarter of 1986 shifted away from one and two person travel parties toward larger units. Three or more person travel parties accounted for 63 percent of all vacation person-trips this quarter compared to 53 percent in 1985. Children were involved in 47 percent of the vacation travel (Table 6D).

A three percentage point larger proportion of the vacation travelers during the third quarter of 1986 used personal motor transportation than did in 1985, 83 percent. Meanwhile, air travel lost some of its attraction for vacationers. Fourteen percent of the 1986 vacation person-trips were by air (Table 6A).

There is considerable overlap between pleasure and vacation travel as discussed previously. Eighty-eight percent of the vacation travelers reported pleasure as the purpose of the trip. Those who said that their trip was a vacation were more likely to be traveling for "other pleasure" (51 percent) than to visit friends and relatives (37 percent). However, most of the increase in vacation travel during 1986 was attributable to those

visiting friends and relatives and those combining a business/convention trip with a vacation (Table 6C).

The impact of the increase in vacation travel being combined with business/convention purposes was reflected in the share of vacationers that spent at least one night in commercial accommodations. While the same share as a year ago stayed with acquaintances, 43 percent, hotels and motels claimed a three percentage point larger share of vacation travelers than in 1985, 45 percent. The use of other accommodations was reported in much the same proportions as a year ago. Only three percent of the vacation person-trips were day-trips (Table 6B).

The West North Central census region benefited the most from the increase in vacation travel. This region garnered nine percent of the vacationing visitors during the third quarter of 1986. Vacationers remained loyal to their traditional favorite, however. More than one-in-five (22 percent) of the vacation person-trips visited the South Atlantic census region. A and B counties combined hosted 60 percent of these travelers. One-fifth of the vacationers during the third quarter actually traveled to one of the largest 25 cities. A 34 percent share of vacationers visited the least populated C and D counties (Tables 6G and 6H).

The East North Central census region topped the South Atlantic census region, 1985's leader, in producing vacation travel. This region contributed 19 percent of all vacation person-trips recorded for the quarter. More vacationers were the residents of ADIs with population of between 250,000 and 1 million (44 percent) than any other area. Large cities provided another one-third of these travelers (Table 6H).

Weekend Travel

The third quarter 1986 witnessed a nine percent gain in the number of weekend trips and a 12 percent increase in weekend person-trips from year earlier levels. Americans took 79 million trips and 173 million person-trips during the quarter (Table 1B).

As indicated by Table F, weekend travel characteristics differed somewhat from 1985 in terms of travel party size and round-trip distance. The average round-trip distance per weekend person-trip rose dramatically by 120 miles from a year ago. The average travel party size also rose significantly, following the pattern seen in other travel segments (Tables 7A and 7B).

Table F: Characteristics of the Average Weekend Person-trip, Third Quarter, 1986 and 1985

	1986	1985
Person per trip	2.20	2.14
Miles/person-trip*	770	650
Nights/person-trip	2.7	2.6

*Round-trip distance for domestic travel only.

Much of the increase in weekend travel relied on air transportation, thus the huge increase in the average round-trip distance. Air grew from accounting for ten percent of the 1985 weekend travel to 14 percent a year later. Auto/truck/RV travel consequently played a smaller role in third quarter 1986 weekend travel (Table 7A).

These weekend travelers were motivated by much the same purposes as a year ago. The largest proportion of weekend travelers (45 percent) were participating in sightseeing, outdoor recreation, and entertainment activities. The second most popular reason (36 percent) was to visit friends and relatives, while business/convention purposes accounted for 11 percent (Table 7C).

Consistent with the increase in weekend travelers using air transportation, hotel/motel accommodations grew in importance. Forty-six percent of the weekend person-trips during the third quarter 1986 involved stays in lodging of this type. During the third quarter of 1985, this share was 42 percent. Friends and relatives hosted a smaller share of all weekend travelers than a year ago, 43 percent (Table 7B)

Weekend travelers visited the South Atlantic census region more often than any other region, 21 percent. The Pacific census region enjoyed considerably more weekend travelers than a year ago and hosted 15 percent. Large city areas most popular with the weekend traveler. One-third of the weekend person-trips were destined to A Counties with the actual city claiming a 22 percent share of all weekend travelers (Tables 7F and 7H).

The top producer of weekend travelers was the East North Central census region, yielding a 19 percent share. The second largest producer was the South Atlantic census region with 16 percent. Medium-sized ADIs led the larger ADIs by a seven point margin as a major supplier of these traveler, 42 percent and 35 percent, respectively (Tables 7F and 7H).

Hotel/Motel Lodging

Americans took 87 million trips and 175 million person-trips during the quarter which involved at least a one-night stay in a hotel or motel, a giant increase over 1985. Compared to a year ago, hotel/motel trips rose 15 percent, while person-trips rose 18 percent (Table 1B).

Table G shows the characteristics of hotel/motel travel for the third quarters of 1986 and 1985. The average number of nights shown includes all nights on the trip and not just those nights actually spent in a hotel or motel. The actual stays in these lodgings averaged 4.1 nights per all trips or 3.9 nights per domestic trip. Hotel/motel travel parties averaged nearly the same size as a year ago. However, the average round-trip distance and trip duration decreased from 1985 (Table 8A and 8B).

Table G: Characteristics of the Average Hotel/Motel Person-trip, 1986 and 1985

	1986	1985
Persons per trip	2.01	2.00
Miles/person-trip*	990	1,040
Nights/trip**	4.7	5.7

*Round-trip distance for domestic travel only.
**Includes all nights spent away from home per trip.

Hotel/motel travel tends to cover more round-trip miles than other types of travel. In 1986, 27 percent of all travel involving hotel/motel stays was over 1,000 straight-line round-trip miles from home (Table 8A).

The increased use of hotel/motel accommodations is evident in all travel segments studied in this report. However, their use in business/convention travel appears to have gained the most, largely due to the smaller proportion of day-trips for those purposes. This is reflected in the shorter overall hotel/motel trip duration from a year ago.

Weekend travel is also important to hotel/motel accommodations. Forty-five percent of the hotel/motel person-trips for the quarter occurred over a weekend. Seventy percent of the hotel/motel lodgers indicated that their trip constituted a vacation (Table 8C).

Twenty-two percent of all hotel/motel person-trips were accounted for by a lone traveler. A surprising 38 percent of hotel/motel person-trips involved children (Table 8F).

The South Atlantic census region claimed the largest share of those travelers who spent nights in a hotel or motel with 21 percent. The Pacific census region followed with 17 percent of

the hotel/motel person-trips (Table 8I).

Many of those who visited the South Atlantic census region and used commercial lodgings were from outside the region. Overall, the top producer of hotel/motel person-trips was the East North Central census region. Eighteen percent of all hotel/motel lodgers started their trip in this region. The second most prolific producer was the Pacific census region (Table 8I).

Visitors to large urban areas comprised the largest share of hotel/motel users, 41 percent. Twenty-eight percent of the users actually visited the city itself. As could be expected, the share of hotel/motel users who visited the most rural sections of the country (D Counties) was the smallest with six percent (Table 8H).

Medium-sized ADIs and large ADIs were almost equally likely to originate hotel/motel travelers. Another one-fifth of these travelers originated in ADIs of less than 250,000 in population (Table 8H).

Year-to-Date

Table 9A shows the average monthly number of traveling adults for each of the categories discussed in this report. Table 8B shows the cumulative number of trips and person-trips recorded through the third quarter.

By the end of the third quarter of 1986, 62 percent of all U.S. resident adults had reported taking at least one trip of 100 miles away from home. An average of 36 million traveled each month of 1986 representing a five percent increase over 1985.

These travelers logged six percent more trips and three percent more person-trips than in 1985 year-to-date. Pariculary strong gains were made in travel for "other pleasure" activities. Travel for this purpose was up by nine percent over year earlier levels.

Air travel had also enjoyed tremendous appeal during the first three quarters of 1986. Nearly ten percent more person-trips used this mode of transportation than during the same nine-month period of 1985. Despite falling fuel prices, travel by automobile did not keep pace with the overall gains for the year. Only three percent more travelers used this mode than a year ago.

Each of the first three quarters of 1986 also registered more weekend travel than 1985's counterpart. Eight percent more travel occurred over weekends year-to-date. After a disappointing June, summer vacation person-trips rose in July and August to contribute to the two percent increase realized in vacation travel year-to-date.

APPENDICES

APPENDIX A

TABLES OF RESULTS

Table 1A: Monthly Average Number and Percent of U.S. Adults Taking Trips, by Major Trip Characteristics, Third Quarter, 1986 and 1985.

Trip Characteristics	U.S. Adults (Millions) 1986	U.S. Adults (Millions) 1985	Percent of U.S. Adults 1986	Percent of U.S. Adults 1985
Total Population	176.2	174.5	100%	100%
Took one or more trips	57.0	54.5	32	31
Purpose of trip				
Visit friends/relatives	17.9	16.7	10	10
Other pleasure	19.8	19.0	11	11
Business/convention	9.5	10.9	5	6
Mode of transport				
Auto/truck/RV	39.4	36.8	22	21
Air	10.6	10.4	6	6
Vacation trip	32.2	30.3	18	17
Weekend trip	20.9	19.7	12	11
Type of Lodging				
Hotel/motel	22.6	19.0	13	11

Source: U.S. Travel Data Center

Table 1B: Number of Trips and Person-trips by Major Trip Characteristics, Third Quarter, 1986 and 1985.

Trip Characteristics	Trips (Millions) 1986	Trips (Millions) 1985	Person-trips (Millions) 1986	Person-trips (Millions) 1985
All trips	183.7	175.5	376.4	358.2
Purpose of trip				
Visit friends/relatives	60.3	58.8	133.2	123.0
Other pleasure	67.4	67.9	159.4	156.9
Business/convention	38.4	38.3	84.0	82.6
Mode of transport				
Auto/truck/RV	124.6	124.4	286.3	276.8
Air	39.8	40.0	67.0	63.3
Vacation trip	114.2	114.0	267.2	252.5
Weekend trip	78.7	72.1	172.8	194.1
Type of Lodging				
Hotel/motel	86.7	75.1	174.8	147.6

Source: U.S. Travel Data Center

Table 1C: Percent Distribution of TOTAL Trips and Person-trips by Round-trip Distance and Mode of Transport, Third Quarter, 1986 and 1985

Trip Distance [1]	Percent of Trips		Percent of Person-trips	
	1986	1985	1986	1985
200-299 miles	18%	15%	18%	16%
300-399 miles	13	14	15	13
400-599 miles	16	19	18	21
600-999 miles	19	16	19	18
1,000-1,999 miles	14	14	12	13
2,000 miles or more	14	13	13	11
Outside U.S.	5	9	5	8
Total	100%	100	100%	100%
Average distance (miles)[1]	1,020	1,000	990	960
Mode of Transportation				
Auto/truck/RV	72%	71%	76%	77%
Airplane	23	23	18	18
Bus	3	3	2	2
Train	*	1	*	1
Other	2	2	3	1
Total	100%	100%	100%	100%

* Less than 0.5 percent.
Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1]Round-trip straight-line distance for domestic travel only.

Base: Third Quarter, 1986 - 183.7 million trips, 376.4 million person-trips;
Third Quarter, 1985 - 175.5 million trips, 358.2 million person-trips.

Table 1D: Percent Distribution of TOTAL Trips and Person-trips by Duration of Trip and Type of Lodging, Third Quarter, 1986 and 1985

	Percent of Trips		Percent of Person-trips	
Trip Duration	1986	1985	1986	1985
No nights	7%	8%	5%	6%
One night	13	10	10	9
2 to 3 nights	38	37	38	39
4 to 9 nights	30	31	34	32
10 nights or more	11	15	12	15
Total	100%	100%	100%	100%
Average duration (nights)	5.0	6.0	5.3	5.9
Type of Lodging				
Home of friends /relatives	39%	45%	40%	45%
Hotel/motel/motor hotel	47	43	46	41
Rented cabin/condo./ vacation home	3	3	4	4
Owned cabin/condo./ vacation home	2	3	2	3
Camper/RV/tent	5	6	7	7
Other	2	3	2	3
No nights	7	8	5	6

Note: Details may not add to 100% due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: Third Quarter, 1986 - 183.7 million trips, 376.4 million person-trips;
Third Quarter, 1985 - 175.5 million trips, 358.2 million person-trips.

Table 1E: Percent Distribution of TOTAL Trips and Person-trips by Purpose and Type of Trip, Third Quarter, 1986 and 1985

Purpose of Trip	Percent of Trips		Percent of Person-trips	
	1986	1985	1986	1985
Visit friends/relatives	33%	34%	35%	34%
Other pleasure	37	39	42	44
Business/convention	21	22	14	15
Other	9	5	9	7
Total	100%	100%	100%	100%
Vacation or Other Trip				
Vacation trip	62%	65%	71%	70%
Not a Vacation trip	38	35	29	30
Total	100%	100%	100%	100%
Weekend or Other Trip				
Weekend trip	43%	41%	46%	43%
Not a weekend trip	57	59	54	57
Total	100%	100%	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: Third Quarter, 1986 - 183.7 million trips,
376.4 million person-trips;
Third Quarter, 1985 - 175.5 million trips,
358.2 million person-trip.

Table 1F: Percent Distribution of TOTAL Trips and Person-trips by Travel Party Size and Structure, Third Quarter, 1986 and 1985

	Percent of Trips		Percent of Person-trips	
	1986	1985	1986	1985
Travel Party Size				
One	46%	41%	23%	20%
Two	26	32	25	31
Three	13	12	19	18
Four	8	9	16	17
Five or more	6	6	17	14
Total	100%	100%	100%	100%
Travel Party Structure				
One adult without children	46%	41%	23%	20%
Two or more adults, without children	33	37	37	41
One adult with children	5	5	7	7
Two or more adults with children	16	17	33	31
Total	100%	100%	100%	100%

Note: Details may not to totals due to rounding.
Source: U.S. Travel Data Center

Third Quarter, 1986 - 183.7 million trips, 376.4 million person-trips;
Third Quarter, 1985 - 175.5 million trips, 358.2 million person-trips.

Table 1G: Percent Distribution of TOTAL Trips and Person-trips by Family Income and Age, Third Quarter, 1986 and 1985

Family Income	Percent of Trips		Percent of Person-trips	
	1986	1985	1986	1985
Less than $10,000	8%	6%	7%	5%
$10,000-$19,999	15	16	14	17
$20,000-$29,999	21	21	24	21
$30,000 or more	38	40	40	42
Refused	18	17	15	15
Total	100%	100%	100%	100%

Age [1]	Percent of Person-trips	
	1986	1985
Less than 18 years [2]	15%	19%
18-24 years	15	11
25-34 years	20	19
35-44 years	18	20
45-54 years	14	15
55-64 years	12	10
65 years or older	6	7
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1] This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
[2] Does not include those under 18 traveling alone.

Base: Third Quarter, 1986 - 183.7 million trips, 376.4 million person-trips;
Third Quarter, 1985 - 175.5 million trips, 358.2 million person-trips.

Table 1H: Percent Distribution of TOTAL Trips and Person-trips by Destination Region, Third Quarter, 1986 and 1985

Destination Region	Percent of Trips		Percent of Person-trips	
	1986	1985	1986	1985
New England	4%	5%	3%	5%
Mid-Atlantic	9	10	8	10
South Atlantic	20	19	21	20
East South Central	6	6	8	5
West South Central	9	10	9	11
East North Central	12	13	12	14
West North Central	9	6	9	5
Mountain	9	10	9	11
Pacific	16	13	15	11
Outside U.S.	5	9	5	8
Total	100%	100%	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: Third Quarter, 1986 - 183.7 million trips, 376.4 million person-trips;
Third Quarter, 1985 - 175.5 million trips, 358.2 million person-trips.

Table 1I: Percent Distribution of TOTAL Trips and Person-trips by Region of Trip Origin, Third Quarter, 1986 and 1985

Origin Region	Percent of Trips		Percent of Person-trips	
	1986	1985	1986	1985
New England	4%	5%	4%	5%
Mid-Atlantic	11	15	11	14
South Atlantic	15	17	14	18
East South Central	8	5	10	5
West South Central	12	13	12	12
East North Central	18	16	19	17
West North Central	8	8	8	8
Mountain	8	6	8	7
Pacific	17	15	14	13
Total	100%	100%	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: Third Quarter, 1986 - 183.7 million trips, 376.4 million person-trips;
Third Quarter, 1985 - 175.5 million trips, 358.2 million person-trips.

Table 1J: Percent Distribution of TOTAL Trips and Person-trips by ADI of Origin and Area of Destination, Third Quarter, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin*		
Over 1,000,000	38%	35%
250,000 to 999,999	42	43
50,000 to 249,999	19	21
Less than 50,000	2	1
Total	100%	100%
Area of Destination		
A County	40%	35%
Within Major City	30%	25%
B County	25	28
C County	18	18
D County	12	14
Outside the U.S.	5	5
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

*As defined by Arbitron Ratings Company - see Glossary of Terms

Base: Third Quarter, 1986 - 183.7 million trips,
376.4 million person-trips;

Table 2A: Percent Distribution of AIR Trips and Person-trips by Round-trip Distance, Third Quarter, 1986

Trip Distance [1]	Percent of Trips	Percent of Person-trips
200-299 miles	1%	2%
300-399 miles	3	2
400-599 miles	5	5
600-999 miles	19	16
1,000-1,999 miles	29	23
2,000 miles or more	34	41
Outside U.S.	9	11
Total	100%	100%
Average distance [1]	2,030 miles	2,400 miles

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1] Round-trip straight-line distance for domestic travel only.

Base: 39.8 million air trips,
67.0 million air person-trips.

Table 2B: Percent Distribution of AIR Trips and Person-trips by Duration of Trip and Type of Lodging, Third Quarter, 1986

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	4%	3%
One night	9	7
2 to 3 nights	29	29
4 to 9 nights	43	42
10 nights or more	14	18
Total	100%	100%
Average duration	7.1 nights	7.8 nights
Type of Lodging		
Home of friends/relatives	30%	37%
Hotel/motel/motor hotel	63	57
Rented cabin/condo./ vacation home	1	1
Owned cabin/condo./ vacation home	2	1
Camper/RV/tent	1	2
Other	2	3
No nights	4	3

Note: Details may not add to totals due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 39.8 million air trips,
67.0 million air person-trips.

Table 2C: Percent Distribution of AIR Trips and Person-trips by Purpose and Type of Trip, Third Quarter, 1986

	Percent of Trips	Percent of Person-trips
Purpose of Trip		
Visit friends/relatives	27%	32%
Other pleasure	26	32
Business/convention	41	30
Other	6	7
Total	100%	100%
Vacation or Other Trip		
Vacation trip	43%	57%
Not a Vacation trip	57	43
Total	100%	100%
Weekend or Other Trip		
Weekend trip	33%	34%
Not a weekend trip	67	66
Total	100%	100%

Note: Details may not add to 100% due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 39.8 million air trips,
67.0 million air person-trips.

Table 2D: Percent Distribution of AIR Trips and Person-trips by Travel Party Size and Structure, Third Quarter, 1986

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	64%	38%
Two	21	25
Three	6	11
Four	4	11
Five or more	4	15
Total	100%	100%
Travel Party Structure		
One adult without children	64%	38%
Two or more adults, without children	23	36
One adult with children	3	4
Two or more adults with children	10	22
Total	100%	100%

Note: Details may not add totals due to rounding.
Source: U.S. Travel Data Center

Base: 39.8 million air trips,
67.0 million air person-trips.

Table 2E: Percent Distribution of AIR Trips and Person-trips by Family Income and Age, Third Quarter, 1986

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	7%	7%
$10,000-$19,999	8	6
$20,000-$29,999	14	18
$30,000 or more	50	54
Not reported	21	16
Total	100%	100%

Age [1]	Percent of Person-trips
Less than 18 years [2]	9%
18-24 years	16
25-34 years	22
35-44 years	23
45-54 years	11
55-64 years	13
65 years or older	6
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1] This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
[2] Does not include those under 18 traveling alone.

Base: 39.8 million air trips,
67.0 million air person-trips.

Table 2F: Percent Distribution of AIR Trips and Person-trips by Destination Region, Third Quarter, 1986

Destination Region	Percent of Trips	Percent of Person-trips
New England	3%	3%
Mid-Atlantic	7	7
South Atlantic	13	11
East South Central	1	2
West South Central	9	11
East North Central	9	8
West North Central	11	9
Mountain	11	10
Pacific	26	29
Outside U.S.	9	11
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 39.8 million air trips,
67.0 million air person-trips.

Table 2G: Percent Distribution of AIR Trips and Person-trips by Region of Trip Origin, Third Quarter, 1986

Origin Region	Percent of Trips	Percent of Person-trips
New England	4%	4%
Mid-Atlantic	9	10
South Atlantic	11	10
East South Central	3	4
West South Central	15	17
East North Central	13	14
West North Central	10	11
Mountain	10	10
Pacific	25	21
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 39.8 million air trips,
67.0 million air person-trips.

Table 2H: Percent Distribution of AIR Trips and Person-trips by ADI of Origin and Area of Destination, Third Quarter, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin*		
Over 1,000,000	47%	44%
250,000 to 999,999	33	34
50,000 to 249,999	17	20
Less than 50,000	3	2
Total	100%	100%
Area of Destination		
A County	62%	55%
Within Major City	52%	44%
B County	12	15
C County	11	12
D County	7	7
Outside the U.S.	9	11
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

*As defined by Arbitron Ratings Company - see Glossary of Terms

Base: Third Quarter, 1986 - 39.8 million air trips,
67.0 million air person-trips;

Table 3A: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Round-trip Distance, Third Quarter, 1986

Trip Distance[1]	Percent of Trips	Percent of Person-trips
200-299 miles	23%	22%
300-399 miles	17	18
400-599 miles	20	22
600-999 miles	20	20
1,000-1,999 miles	10	10
2,000 miles or more	7	6
Outside U.S.	4	4
Total	100%	100%
Average distance[1]	740 miles	700 miles

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1]Round-trip straight-line distance for domestic travel only.

Base: 124.6 million auto/truck/RV trips,
286.3 million auto/truck/RV person-trips.

Table 3B: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Duration of Trip and Type of Lodging, Third Quarter, 1986

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	7%	5%
One night	10	9
2 to 3 nights	44	42
4 to 9 nights	28	33
10 nights or more	10	11
Total	100%	100%
Average duration	4.8 nights	5.1 nights
Type of Lodging		
Home of friends/relatives	40%	39%
Hotel/motel/motor hotel	45	46
Rented cabin/condo./ vacation home	4	4
Owned cabin/condo./ vacation home	2	3
Camper/RV/tent	7	8
Other	2	2
No nights	7	5

Note: Details may not add to totals due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 124.6 million auto/truck/RV trips,
286.3 million auto/truck/RV person-trips.

Table 3C: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Purpose and Type of Trip, Third Quarter, 1986

Purpose of Trip	Percent of Trips	Percent of Person-trips
Visit friends/relatives	36%	36%
Other pleasure	41	47
Business/convention	15	10
Other	8	7
Total	100%	100%
Vacation or Other Trip		
Vacation trip	72%	79%
Not a Vacation trip	28	21
Total	100%	100%
Weekend or Other Trip		
Weekend trip	50%	50%
Not a weekend trip	50	50
Total	100%	100%

Note: Details may not add to 100% due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 124.6 million auto/truck/RV trips,
286.3 million auto/truck/RV person-trips.

Table 3D: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Travel Party Size and Structure, Third Quarter, 1986

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	35%	15%
Two	30	26
Three	17	22
Four	11	19
Five or more	8	18
Total	100%	100%
Travel Party Structure		
One adult without children	35%	15%
Two or more adults, without children	38	40
One adult with children	6	8
Two or more adults with children	21	37
Total	100%	100%

Note: Details may not add totals due to rounding.
Source: U.S. Travel Data Center

Base: 124.6 million auto/truck/RV trips,
286.3 million auto/truck/RV person-trips.

Table 3E: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Family Income and Age, Third Quarter, 1986

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	6%	6%
$10,000-$19,999	18	16
$20,000-$29,999	23	25
$30,000 or more	38	38
Not reported	17	15
Total	100%	100%

Age[1]	Percent of Person-trips
Less than 18 years[2]	17%
18-24 years	15
25-34 years	19
35-44 years	16
45-54 years	15
55-64 years	10
65 years or older	8
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

1 This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
2 Does not include those under 18 traveling alone.

Base: 124.6 million auto/truck/RV trips,
286.3 million auto/truck/RV person-trips.

Table 3F: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Destination Region, Third Quarter, 1986

Destination Region	Percent of Trips	Percent of Person-trips
New England	4%	3%
Mid-Atlantic	9	9
South Atlantic	23	23
East South Central	7	10
West South Central	10	10
East North Central	14	13
West North Central	8	8
Mountain	7	7
Pacific	13	12
Outside U.S.	4	4
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 124.6 million auto/truck/RV trips,
286.3 million auto/truck/RV person-trips.

Table 3G: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Region of Trip Origin, Third Quarter, 1986

Origin Region	Percent of Trips	Percent of Person-trips
New England	3%	4%
Mid-Atlantic	11	11
South Atlantic	17	15
East South Central	8	11
West South Central	10	10
East North Central	20	21
West North Central	8	8
Mountain	8	8
Pacific	14	12
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 124.6 million auto/truck/RV trips,
286.3 million auto/truck/RV person-trips.

Table 3H: Percent Distribution of AUTO Trips and Person-trips by ADI of Origin and Area of Destination, Third Quarter, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin*		
Over 1,000,000	35%	33%
250,000 to 999,999	44	44
50,000 to 249,999	21	21
Less than 50,000	1	1
Total	100%	100%
Area of Destination		
A County	34%	30%
Within Major City	24%	20%
B County	27	31
C County	21	26
D County	15	16
Outside the U.S.	4	3
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

*As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 124.6 million auto/truck/RV trips,
286.3 million auto/truck/RV person-trips.

Table 4A: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Round-trip Distance, Third Quarter, 1986

Trip Distance [1]	Percent of Trips	Percent of Person-trips
200-299 miles	17%	18%
300-399 miles	11	10
400-599 miles	14	15
600-999 miles	16	15
1,000-1,999 miles	26	24
2,000 miles or more	14	13
Outside U.S.	3	4
Total	100%	100%
Average distance [1]	1,110 miles	1,040 miles
Mode of Transportation		
Auto/truck/RV	46%	53%
Airplane	48	42
Bus	1	1
Train	1	1
Other	4	4
Total	100	100

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1] Round-trip straight-line distance for domestic travel only.

Base: 38.4 million business/convention trips,
54.0 million business/convention person-trips.

Table 4B: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Duration of Trip and Type of Lodging, Third Quarter, 1986

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	10%	8%
One night	16	16
2 to 3 nights	35	32
4 to 9 nights	34	37
10 nights or more	5	7
Total	100%	100%
Average duration	3.9 nights	4.2 nights
Type of Lodging		
Home of friends/relatives	10%	10%
Hotel/motel/motor hotel	76	76
Rented cabin/condo./ vacation home	2	2
Owned cabin/condo./ vacation home	1	1
Camper/RV/tent	2	2
Other	1	1
No nights	10	8

Note: Details may not add to totals due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 38.4 million business/convention trips,
54.0 million business/convention person-trips.

Table 4C: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Purpose and Type of Trip, Third Quarter, 1986

	Percent of Trips	Percent of Person-trips
Vacation or Other Trip		
Vacation trip	12%	21%
Not a Vacation trip	88	79
Total	100%	100%
Weekend or Other Trip		
Weekend trip	28%	32%
Not a weekend trip	72	68
Total	100%	100%

Note: Details may not add to 100% due to rounding.
Source: U.S. Travel Data Center

Base: 38.4 million business/convention trips,
54.0 million business/convention person-trips.

Table 4D: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Travel Party Size and Structure. Third Quarter, 1986

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	73%	53%
Two	18	24
Three	6	12
Four	2	6
Five or more	1	3
Total	100%	100%
Travel Party Structure		
One adult without children	73%	53%
Two or more adults, without children	21	32
One adult with children	4	7
Two or more adults with children	2	8
Total	100%	100%

Note: Details may not add totals due to rounding.
Source: U.S. Travel Data Center

Base: 38.4 million business/convention trips.
54.0 million business/convention person-trips.

Table 4E: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Family Income and Age, Third Quarter, 1986

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	4%	5%
$10,000-$19,999	9	9
$20,000-$29,999	16	18
$30,000 or more	48	46
Not reported	22	21
Total	100%	100%

Age [1]	Percent of Person-trips
Less than 18 years [2]	8%
18-24 years	11
25-34 years	22
35-44 years	23
45-54 years	12
55-64 years	15
65 years or older	9
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1] This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
[2] Does not include those under 18 traveling alone.

Base: 38.4 million business/convention trips,
54.0 million business/convention person-trips.

Table 4F: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Destination Region, Third Quarter, 1986

Destination Region	Percent of Trips	Percent of Person-trips
New England	5%	6%
Mid-Atlantic	10	10
South Atlantic	15	16
East South Central	5	4
West South Central	10	11
East North Central	14	15
West North Central	9	8
Mountain	8	8
Pacific	20	17
Outside U.S.	3	4
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 38.4 million business/convention trips,
54.0 million business/convention person-trips.

Table 4G: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Region of Trip Origin, Third Quarter, 1986

Origin Region	Percent of Trips	Percent of Person-trips
New England	4%	3%
Mid-Atlantic	9	10
South Atlantic	10	9
East South Central	5	6
West South Central	16	15
East North Central	20	23
West North Central	7	8
Mountain	9	9
Pacific	20	16
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 38.4 million business/convention trips,
54.0 million business/convention person-trips.

Table 4H: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by ADI of Origin and Area of Destination, Third Quarter, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin*		
Over 1,000,000	46%	46%
250,000 to 999,999	36	38
50,000 to 249,999	16	15
Less than 50,000	2	1
Total	100%	100%
Area of Destination		
A County	60%	55%
Within Major City	51%	45%
B County	18	22
C County	10	10
D County	9	9
Outside the U.S.	2	4
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

*As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 38.4 million business/convention trips,
54.0 million business/convention person-trips.

Table 5A: Percent Distribution of PLEASURE Trips and Person-trips by Round-trip Distance, Third Quarter, 1986

Trip Distance [1]	Percent of Trips	Percent of Person-trips
200-299 miles	17%	17%
300-399 miles	13	15
400-599 miles	18	19
600-999 miles	19	18
1,000-1,999 miles	12	12
2,000 miles or more	14	13
Outside U.S.	6	5
Total	100%	100%
Average distance [1]	1,040 miles	1,020 miles
Mode of Transportation		
Auto/truck/RV	75%	79%
Airplane	19	17
Bus	3	2
Train	*	*
Other	2	1
Total	100%	100%

* Less than 0.5 percent.
Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1] Round-trip straight-line distance for domestic travel only.

Base: 127.7 million pleasure trips,
292.6 million pleasure person-trips.

Table 5B: Percent Distribution of PLEASURE Trips and Person-trips by Duration of Trip and Type of Lodging, Third Quarter, 1986

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	5%	4%
One night	7	7
2 to 3 nights	41	39
4 to 9 nights	31	34
10 nights or more	15	16
Total	100%	100%
Average duration	5.8 nights	6.0 nights
Type of Lodging		
Home of friends/relatives	46%	46%
Hotel/motel/motor hotel	41	42
Rented cabin/condo./ vacation home	4	4
Owned cabin/condo./ vacation home	2	2
Camper/RV/tent	6	7
Other	4	3
No nights	6	4

Note: Details may not add to totals due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 127.7 million pleasure trips,
292.6 million pleasure person-trips.

Table 5C: Percent Distribution of PLEASURE Trips and Person-trips by Purpose and Type of Trip, Third Quarter, 1986

	Percent of Trips	Percent of Person-trips
Vacation or Other Trip		
Vacation trip	82%	86%
Not a Vacation trip	18	14
Total	100%	100%
Weekend or Other Trip		
Weekend trip	49%	49%
Not a weekend trip	51	51
Total	100%	100%

Note: Details may not add to 100% due to rounding.
Source: U.S. Travel Data Center

Base: 127.7 million pleasure trips,
292.6 million pleasure person-trips.

Table 5D: Percent Distribution of PLEASURE Trips and Person-trips by Travel Party Size and Structure, Third Quarter, 1986

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	36%	16%
Two	28	25
Three	16	21
Four	11	19
Five or more	9	19
Total	100%	100%
Travel Party Structure		
One adult without children	36%	16%
Two or more adults, without children	36	37
One adult with children	6	8
Two or more adults with children	22	38
Total	100%	100%

Note: Details may not add totals due to rounding.
Source: U.S. Travel Data Center

Base: 127.7 million pleasure trips,
292.6 million pleasure person-trips.

Table 5E: Percent Distribution of PLEASURE Trips and Person-trips by Family Income and Age, Third Quarter, 1986

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	7%	6%
$10,000-$19,999	18	16
$20,000-$29,999	22	25
$30,000 or more	40	40
Not reported	14	13
Total	100%	100%

Age[1]	Percent of Person-trips
Less than 18 years[2]	16%
18-24 years	16
25-34 years	20
35-44 years	17
45-54 years	12
55-64 years	11
65 years or older	8
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1]This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
[2]Does not include those under 18 traveling alone.

Base: 127.7 million pleasure trips,
292.6 million pleasure person-trips.

Table 5F: Percent Distribution of PLEASURE Trips and Person-trips by Destination Region, Third Quarter, 1986

Destination Region	Percent of Trips	Percent of Person-trips
New England	4%	3%
Mid-Atlantic	8	8
South Atlantic	21	21
East South Central	6	9
West South Central	9	11
East North Central	11	11
West North Central	9	9
Mountain	10	8
Pacific	15	15
Outside U.S.	6	5
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 127.7 million pleasure trips,
292.6 million pleasure person-trips.

Table 5G: Percent Distribution of PLEASURE Trips and Person-trips by Region of Trip Origin, Third Quarter, 1986

Origin Region	Percent of Trips	Percent of Person-trips
New England	3%	4%
Mid-Atlantic	12	12
South Atlantic	15	14
East South Central	8	10
West South Central	12	12
East North Central	17	17
West North Central	9	9
Mountain	8	8
Pacific	15	13
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 127.7 million pleasure trips,
292.6 million pleasure person-trips.

Table 5H: Percent Distribution of PLEASURE Trips and Person-trips by ADI of Origin and Area of Destination, Third Quarter, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin*		
Over 1,000,000	37%	34%
250,000 to 999,999	43	45
50,000 to 249,999	18	20
Less than 50,000	1	1
Total	100%	100%
Area of Destination		
A County	37%	32%
Within Major City	27%	22%
B County	27	30
C County	19	19
D County	12	13
Outside the U.S.	6	5
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

*As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 127.7 million pleasure trips,
292.6 million pleasure person-trips.

Table 6A: Percent Distribution of VACATION Trips and Person-trips by Round-trip Distance, Third Quarter, 1986

Trip Distance[1]	Percent of Trips	Percent of Person-trips
200-299 miles	18%	18%
300-399 miles	14	15
400-599 miles	18	20
600-999 miles	20	19
1,000-1,999 miles	11	11
2,000 miles or more	13	12
Outside U.S.	7	6
Total	100%	100%
Average distance[1]	1,000 miles	980 miles
Mode of Transportation		
Auto/truck/RV	79%	83%
Airplane	15	14
Bus	3	2
Train	*	*
Other	2	1
Total	100	100

* Less than 0.5 percent.
Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1]Round-trip straight-line distance for domestic travel only.

Base: 114.2 million vacation trips,
267.2 million vacation person-trips.

Table 6B: Percent Distribution of VACATION Trips and Person-trips by Duration of Trip and Type of Lodging, Third Quarter, 1986

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	6%	3%
One night	7	7
2 to 3 nights	39	34
4 to 9 nights	36	38
10 nights or more	13	18
Total	100%	100%
Average duration	5.9 nights	6.6 nights
Type of Lodging		
Home of friends/relatives	40%	43%
Hotel/motel/motor hotel	43	41
Rented cabin/condo./ vacation home	6	5
Owned cabin/condo./ vacation home	3	3
Camper/RV/tent	6	6
Other	3	3
No nights	6	3

Note: Details may not add to totals due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 114.2 million vacation trips,
267.2 million vacation person-trips.

Table 6C: Percent Distribution of VACATION Trips and Person-trips by Purpose and Type of Trip, Third Quarter, 1986

	Percent of Trips	Percent of Person-trips
Purpose of Trip		
Visit friends/relatives	38%	37%
Other pleasure	49	51
Business/convention	5	5
Other	8	8
Total	100%	100%
Weekend or Other Trip		
Weekend trip	51%	50%
Not a weekend trip	49	50
Total	100%	100%

Note: Details may not add to 100% due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 114.2 million vacation trips,
267.2 million vacation person-trips.

Table 6D: Percent Distribution of VACATION Trips and Person-trips by Travel Party Size and Structure, Third Quarter, 1986

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	32%	13%
Two	28	23
Three	18	22
Four	12	20
Five or more	9	21
Total	100%	100%
Travel Party Structure		
One adult without children	32%	13%
Two or more adults, without children	39	40
One adult with children	6	8
Two or more adults with children	23	39
Total	100%	100%

Note: Details may not add totals due to rounding.
Source: U.S. Travel Data Center

Base: 114.2 million vacation trips,
267.2 million vacation person-trips.

Table 6E: Percent Distribution of VACATION Trips and Person-trips by Family Income and Age, Third Quarter, 1986

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	9%	7%
$10,000-$19,999	18	15
$20,000-$29,999	22	26
$30,000 or more	36	38
Not reported	16	14
Total	100%	100%

Age[1]	Percent of Person-trips
Less than 18 years[2]	17%
18-24 years	15
25-34 years	19
35-44 years	16
45-54 years	13
55-64 years	11
65 years or older	8
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1] This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
[2] Does not include those under 18 traveling alone.

Base: 114.2 million vacation trips,
267.2 million vacation person-trips.

Table 6F: Percent Distribution of VACATION Trips and Person-trips by Destination Region, Third Quarter, 1986

Destination Region	Percent of Trips	Percent of Person-trips
New England	3%	3%
Mid-Atlantic	8	8
South Atlantic	21	22
East South Central	8	10
West South Central	8	8
East North Central	10	11
West North Central	9	9
Mountain	9	8
Pacific	16	15
Outside U.S.	7	6
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 114.2 million vacation trips,
267.2 million vacation person-trips.

Table 6G: Percent Distribution of VACATION Trips and Person-trips by Region of Trip Origin, Third Quarter, 1986

Origin Region	Percent of Trips	Percent of Person-trips
New England	3%	4%
Mid-Atlantic	11	11
South Atlantic	17	15
East South Central	9	11
West South Central	10	10
East North Central	17	19
West North Central	9	9
Mountain	8	8
Pacific	15	13
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 114.2 million vacation trips,
267.2 million vacation person-trips.

Table 6H: Percent Distribution of VACATION Trips and Person-trips by ADI of Origin and Area of Destination, Third Quarter, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin*		
Over 1,000,000	36%	33%
250,000 to 999,999	44	44
50,000 to 249,999	20	21
Less than 50,000	1	1
Total	100%	100%
Area of Destination		
A County	35%	31%
Within Major City	25%	20%
B County	26	29
C County	20	19
D County	13	15
Outside the U.S.	7	7
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

*As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 114.2 million vacation trips,
267.2 million vacation person-trips.

Table 7A: Percent Distribution of WEEKEND Trips and Person-trips by Round-trip Distance, Third Quarter, 1986

Trip Distance [1]	Percent of Trips	Percent of Person-trips
200-299 miles	20%	21%
300-399 miles	18	21
400-599 miles	18	20
600-999 miles	18	16
1,000-1,999 miles	12	10
2,000 miles or more	9	8
Outside U.S.	4	4
Total	100%	100%
Average distance [1]	850 miles	770 miles
Mode of Transportation		
Auto/truck/RV	79%	84%
Airplane	17	14
Bus	2	1
Train	*	*
Other	1	1
Total	100	100

*Less than 0.5 percent.
Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1] Round-trip straight-line distance for domestic travel only.

Base: 78.7 million weekend trips,
172.8 million weekend person-trips.

Table 7B: Percent Distribution of WEEKEND Trips and Person-trips by Duration of Trip and Type of Lodging, Third Quarter, 1986

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	0%	0%
One night	12	12
2 to 3 nights	63	64
4 to 9 nights	25	24
10 nights or more	0	0
Total	100%	100%
Average duration	2.7 nights	2.7 nights
Type of Lodging		
Home of friends/relatives	45%	43%
Hotel/motel/motor hotel	46	46
Rented cabin/condo./ weekend home	3	4
Owned cabin/condo./ weekend home	2	2
Camper/RV/tent	7	8
Other	3	2
No nights	0	0

Note: Details may not add to totals due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 78.7 million weekend trips,
172.8 million weekend person-trips.

Table 7C: Percent Distribution of WEEKEND Trips and Person-trips by Purpose and Type of Trip, Third Quarter, 1986

	Percent of Trips	Percent of Person-trips
Purpose of Trip		
Visit friends/relatives	36%	36%
Other pleasure	41	45
Business/convention	15	11
Other	9	9
Total	100%	100%
Vacation or Other Trip		
Vacation trip	74%	79%
Not a vacation trip	26	21
Total	100%	100%

Note: Details may not add to 100% due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 78.7 million weekend trips,
172.8 million weekend person-trips.

Table 7D: Percent Distribution of WEEKEND Trips and Person-trips by Travel Party Size and Structure, Third Quarter, 1986

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	39%	17%
Two	29	26
Three	18	24
Four	9	16
Five or more	6	16
Total	100%	100%
Travel Party Structure		
One adult without children	39%	17%
Two or more adults, without children	37	40
One adult with children	5	7
Two or more adults with children	20	35
Total	100%	100%

Note: Details may not add totals due to rounding.
Source: U.S. Travel Data Center

Base: 78.7 million weekend trips,
172.8 million weekend person-trips.

Table 7E: Percent Distribution of WEEKEND Trips and Person-trips by Family Income and Age, Third Quarter, 1986

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	6%	5%
$10,000-$19,999	15	14
$20,000-$29,999	22	26
$30,000 or more	40	42
Not reported	16	13
Total	100%	100%

Age [1]	Percent of Person-trips
Less than 18 years [2]	16%
18-24 years	18
25-34 years	23
35-44 years	18
45-54 years	11
55-64 years	10
65 years or older	4
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1] This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
[2] Does not include those under 18 traveling alone.

Base: 78.7 million weekend trips,
172.8 million weekend person-trips.

Table 7F: Percent Distribution of WEEKEND Trips and Person-trips by Destination Region, Third Quarter, 1986

Destination Region	Percent of Trips	Percent of Person-trips
New England	5%	5%
Mid-Atlantic	11	10
South Atlantic	21	21
East South Central	5	6
West South Central	11	11
East North Central	12	12
West North Central	8	7
Mountain	8	8
Pacific	15	15
Outside U.S.	4	4
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 78.7 million weekend trips,
172.8 million weekend person-trips.

Table 7G: Percent Distribution of WEEKEND Trips and Person-trips by Region of Trip Origin, Third Quarter, 1986

Origin Region	Percent of Trips	Percent of Person-trips
New England	3%	4%
Mid-Atlantic	12	11
South Atlantic	18	18
East South Central	5	6
West South Central	11	12
East North Central	17	19
West North Central	9	9
Mountain	9	9
Pacific	15	14
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 78.7 million weekend trips,
172.8 million weekend person-trips.

Table 7E: Percent Distribution of [illegible] Trips and Person-Trips by ADI of Origin and Area of Destination, Third Quarter, 1986

	Percent of Trips	Percent of Person-Trips
ADI of Origin*		
Over 1,000,000	[illegible]%	[illegible]%
250,000 to 999,999	63	63
50,000 to 249,999	33	33
Less than 50,000	3	3
Total	100%	100%
Area of Destination		
A County	[illegible]%	[illegible]%
Within Major City	[illegible]%	[illegible]%
B County	29	28
C County	29	29
D County	10	10
Outside the U.S.	3%	3%
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

*As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 76.7 million weekend trips.
172.0 million weekend person-trips.

Table 8A: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by Round-trip Distance, Third Quarter, 1986

Trip Distance[1]	Percent of Trips	Percent of Person-trips
200-299 miles	14%	13%
300-399 miles	15	17
400-599 miles	15	19
600-999 miles	18	17
1,000-1,999 miles	19	16
2,000 miles or more	13	11
Outside U.S.	6	6
Total	100%	100%
Average distance [1]	1,070 miles	990 miles
Mode of Transportation		
Auto/truck/RV	65%	75%
Airplane	30	22
Bus	2	1
Train	1	*
Other	2	2
Total	100%	100%

* Less than 0.5 percent.
Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1] Round-trip straight-line distance for domestic travel only.

Base: 86.7 million hotel/motel trips,
174.8 million hote/motel person-trips.

Table 8B: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Duration of Trip and Type of Lodging, Third Quarter, 1986

Trip Duration	Percent of Trips	Percent of Person-trips
No nights	0%	0%
One night	12	10
2 to 3 nights	41	40
4 to 9 nights	38	41
10 nights or more	9	10
Total	100%	100%
Average duration	4.7 nights	5.0 nights

Note: Details may not add to totals due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 86.7 million hotel/motel trips,
174.8 million hotel/motel person-trips.

Table 8C: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by Purpose and Type of Trip, Third Quarter, 1986

Purpose of Trip	Percent of Trips	Percent of Person-trips
Visit friends/relatives	15%	17%
Other pleasure	44	52
Business/convention	34	22
Other	7	9
Total	100%	100%
Vacation or Other Trip		
Vacation trip	56%	70%
Not a Vacation trip	44	30
Total	100%	100%
Weekend or Other Trip		
Weekend trip	42%	45%
Not a weekend trip	58	55
Total	100%	100%

Note: Details may not add to 100% due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 86.7 million hotel/motel trips,
174.8 million hote/motel person-trips.

Table 8D: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by Travel Party Size and Structure, Third Quarter, 1986

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	45%	22%
Two	28	28
Three	13	18
Four	8	16
Five or more	6	17
Total	100%	100%
Travel Party Structure		
One adult without children	45%	22%
Two or more adults, without children	35	40
One adult with children	4	5
Two or more adults with children	16	33
Total	100%	100%

Note: Details may not add totals due to rounding.
Source: U.S. Travel Data Center

Base: 86.7 million hotel/motel trips,
174.8 million hotel/motel person-trips.

Table 8E: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by Family Income and Age, Third Quarter, 1986

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	6%	6%
$10,000-$19,999	12	12
$20,000-$29,999	22	27
$30,000 or more	44	42
Not reported	17	14
Total	100%	100%

Age [1]	Percent of Person-trips
Less than 18 years [2]	13%
18-24 years	16
25-34 years	16
35-44 years	22
45-54 years	13
55-64 years	12
65 years or older	8
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1]This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
[2]Does not include those under 18 traveling alone.

Base: 86.7 million hotel/motel trips,
174.8 million hotel/motel person-trips.

Table 8F: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by Destination Region, Third Quarter, 1986

Destination Region	Percent of Trips	Percent of Person-trips
New England	5%	4%
Mid-Atlantic	7	7
South Atlantic	19	21
East South Central	6	10
West South Central	9	8
East North Central	13	12
West North Central	6	5
Mountain	9	9
Pacific	19	17
Outside U.S.	6	6
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 86.7 million hotel/motel trips,
174.8 million hotel/motel person-trips.

Table 8G: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by Region of Trip Origin, Third Quarter, 1986

Origin Region	Percent of Trips	Percent of Person-trips
New England	4%	4%
Mid-Atlantic	11	12
South Atlantic	15	13
East South Central	8	13
West South Central	12	11
East North Central	18	18
West North Central	7	6
Mountain	6	8
Pacific	20	15
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 86.7 million hotel/motel trips,
174.8 million hotel/motel person-trips.

Table 8H: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by ADI of Origin and Area of Destination, Third Quarter, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin*		
Over 1,000,000	44%	33%
250,000 to 999,999	37	43
50,000 to 249,999	18	23
Less than 50,000	1	1
Total	100%	100%
Area of Destination		
A County	47%	35%
Within Major City	36%	27%
B County	24	29
C County	18	18
D County	6	6
Outside the U.S.	6	6
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

*As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 86.7 million hotel/motel trips,
174.8 million hotel/motel person-trips.

Table 9A: Monthly Average Number of U.S. Adults taking Trips by Major Trip Characteristics, First Through Third Quarters, 1986.

Trip Characteristics	First Quarter	Second Quarter	Third Quarter	Year-to-Date
	U.S. Adults (millions)			
Total Population	175.3	175.8	176.2	175.6
Took one or more trips	26.0	46.6	57.0	43.2
Purpose of trip				
Visit friends/relatives	10.6	16.0	17.9	14.8
Other pleasure	7.5	18.1	19.8	15.1
Business/convention	7.0	6.6	9.5	7.7
Mode of transport				
Auto/truck/RV	16.8	32.6	39.4	29.6
Air	7.7	8.6	10.6	9.0
Vacation trip	14.3	28.7	32.2	25.1
Weekend trip	11.7	18.5	20.9	17.0
Type of Lodging				
Hotel/Motel	10.4	21.4	22.6	18.1

Source: U.S. Travel Data Center

Table 9B: Number of Trips and Person-trips by Major Trip Characteristics, First Through Third Quarters, 1986

Trip Characteristics	Trips (millions)				Person-trips (millions)			
	1st Quarter	2nd Quarter	3rd Quarter	Year-to-Date	1st Quarter	2nd Quarter	3rd Quarter	Year-to-Date
All trips	104.7	155.9	183.7	444.3	183.2	283.9	376.4	843.5
Purpose of trip								
Visit friends/ relatives	43.6	50.0	60.3	153.9	84.5	97.5	133.2	315.2
Other pleasure	27.6	64.4	67.4	159.4	50.4	123.4	159.4	333.2
Business/convention	27.8	33.9	38.4	100.1	35.0	47.2	54.0	136.2
Mode of transport								
Auto/truck/RV	71.2	109.5	124.6	305.3	130.7	212.2	286.3	629.2
Air	28.2	37.8	39.8	105.8	43.7	58.5	67.0	169.2
Vacation trip	55.7	95.5	114.2	265.4	108.5	187.7	267.2	563.4
Weekend trip	46.7	63.0	78.7	188.4	83.9	125.0	172.8	381.7
Type of Lodging								
Hotel/Motel	39.7	71.7	86.7	198.0	64.6	128.6	174.8	368.0

Source: U.S. Travel Data Center

APPENDIX B
NATIONAL TRAVEL SURVEY METHODOLOGY

The National Travel Survey is based upon data collected each month by telephone interview from a national probability sample of 1,500 adults (age 18+) representing the total adult, civilian, non-institutional population of the contiguous United States.

The sample design is a two-stage, stratified, internally replicated national probability sample. The first stage of stratification is the nine census regions in the contiguous United States, omitting Hawaii and Alaska. The second stage is Areas of Dominant Influence (ADIs) within each of the census regions.

Each month, a new sample is drawn. However, because the primary and secondary sampling units are the same in each month, the successive samples are "matched", thus improving the trendability of the data.

To construct the sample, the entire country is divided into the nine regions defined by the U. S. Bureau of Census except that Hawaii and Alaska are deleted from the Pacific region. Within each region, the Areas of Dominant Influence (ADIs), as defined by Arbitron, are arrayed in terms of population. These ADIs form the primary sampling units of the sample.

Within each ADI, counties are arrayed by population, and within each county, minor civil divisions (MCDs) are arrayed in terms of population. From this listing for each region, systematic random sampling is used to select a sample of MCDs.

A total of 500 sampling units is chosen overall. This actually consists of eight separate matched samples, each consisting of 62 or 63 sampling units. Each of these eight matched samples is itself a national probabilty sample. The use of eight matched samples or internal replicates allows us to obtain data-based estimates of sampling error utilizing the well-known procedures developed by Professor John Tukey.

For each of the 500 minor civil divisions (MCDs) selected, the actual sampling point is defined as the largest telephone book containing the minor civil division. Since each minor civil division in the United States has a chance of selection proportional to its population, and since each minor civil division is associated with one and only one telephone book, each telephone book has a probability of selection proportional to the number of people living in the area and not to the number of telephones whether listed or unlisted.

An equal number of telephone numbers is selected from each telephone book in such a way that every number listed in the book has an equal chance of being selected. These numbers form a base for the sample, but since they are all listed numbers, they are not used for actual calling. Rather, a random digit is systematically added to the listed numbers selected so as to give a random sample of both listed and nonlisted numbers. This takes advantage of the fact that unlisted numbers are randomly distributed over all telephone numbers.

The procedure gives every telephone household a known (and approximately equal) chance of selection into the sample. To extend the sampling procedure to individuals, a systematic random respondent selection procedure is required. In this sample, potentially heavier travelers within households are over-sampled.

In projecting results, an unequal probability of selection of individuals is corrected by weighting all respondents where the weight given each individual is inversely proportional to the probability of selection of the individual. Such weighting is used to correct for the limitation of one respondent per household in order to give a more accurate count of all trips taken and to correct for unequal probabilities of selection within the household. Weighting is also done when necessary by demographic factors to compensate for any random variation in response.

A national probability sample of at least 1,500 U.S. adults (age 18+) is contacted by telephone each month. Each respondent is asked about all trips of 75 miles or more, one-way, he or she took during the month immediately preceding the interview. Those trips subsequently calculated to be less than 100 miles in one-way, straight-line distance are excluded from the estimates of trips. Starting in 1986, data are also now being collected on trips of less than 100 miles which included one night or more spent in paid accommodations. Demographic information is also collected from all 1,500 respondents.

In addition, all travelers are asked to answer questions concerning vacation travel intentions. These questions are also asked of a random sample of the non-travelers sufficient to bring the total number of respondents answering these questions up to a minimum of 1,000.

APPENDIX C
GLOSSARY OF TERMS

ADI (Area of Dominant Influence) of Origin. The geographic area of origin of the respondent is defined as the ADI (Area of Dominant Influence) in which the respondent resides. An ADI is defined by the Arbitron Ratings Company as including all counties in which the television stations from a given city are watched more than television stations from any other city. Therefore, an ADI includes not only the metropolitan statistical area (MSA), but also all the surrounding towns and counties which receive the major share of their television exposure from that point.

In this report, following Arbitron's standards, the ADIs of origin are classified according to four population categories: Over one million (large); 250,000 to 999,999 (medium); 50,000 to 249,999 (small); and under 50,000 (also small).

Air Trip. Any trip where the one type of transportation used to cover most of the miles on that trip was given as "airplane."

Area of Destination. Following Arbitron's standards, four county types are identified: "A" Counties are those counties located in the 25 most populated metropolitan statistical areas (MSAs) in the U.S.; "B" Counties have populations of or are located within MSAs of over 150,000 (but are not "A" counties); "C" Counties have populations of or are located within MSAs of 35,000 to 150,000 (but are not "A" or "B" counties); "D" Counties describe all others. Also, those who visited the actual city within the top 25 MSAs are shown as a component of the "A" County category.

Auto/Truck/RV Trip. Any trip where the one type of transportation used to cover most of the miles on that trip was given as "auto or truck without camping equipment," "auto or truck with camper trailer or camping equipment," or "self-contained recreational vehicle (live-in camper)."

Business/Convention Trip. Any trip where the purpose of the trip was given as "business" or "convention, seminar, meeting."

Census Region of Origin /Destination. Data from the National Travel Survey are tabulated by the following regions, as defined by the U.S. Bureau of the Census: New England, Mid-Atlantic, East North Central, West North Central, South Atlantic, East South Central, Mountain, and Pacific. In addition, travel outside the U.S. is broken down by Canada, Mexico and Overseas.

Destination. The place given by the respondent as the destination of the trip in answer to the question, "Thinking of this trip what is the name of the destination or farthest place you reached on that trip?

Distance. See "Trip Distance."

Duration. See "Trip Duration."

East North Central. The geographic area of the U.S. comprising the states of Illinois, Indiana, Michigan, Ohio, and Wisconsin.

East South Central. The geographic area of the U.S. comprising the states of Alabama, Kentucky, Mississippi, and Tennessee.

Family. A "family" includes the household head and all relatives who are currently members of the household.

Family Income. The total combined income of the respondent's family.

Geographic Residence/Destination. Information on the geographic area of residence of the respondent and the trip destination is classified according to areas as defined by the American Petroleum Company. See "MSA of Origin" and "Area of Destination".

Household. A "household" comprises all persons who occupy a "housing unit," that is, a house, an apartment, or other group of rooms, or a room that constitutes separate living quarters.

Inside U.S. In this report, this term refers to all travel within the United States, including Alaska and Hawaii.

Lodging. Information was gathered on seven lodging categories: (1) homes of friends and relatives, (2) hotels, motels, motor hotels and tourist courts, (3) rented cabins, condominiums and vacation homes, (4) owned cabins, condominiums and vacation homes, (5) campers, trailers, recreational vehicles, and tents, (6) commute, for example, nights spent in a common carrier, and (7) other.

MSA. See "Metropolitan Statistical Area."

Metropolitan Statistical Area. A Metropolitan Statistical Area (MSA) is an integrated economic and social unit with a large population nucleus. Each MSA consists of one or more counties meeting standards of population and metropolitan character, except New England where towns and cities rather than counties are the basic geographic units.

Mid-Atlantic. The geographic area of the U.S. comprising the states of New Jersey, New York, and Pennsylvania.

Mode of Transport. Each trip is classified by the respondent according to the primary mode of transportation in answer to the question, "What was the one type of transportation used to cover most of the miles on this trip?" The survey gathers data by eight classifications: (1) auto or truck without camping equipment, (2) auto or truck with camper trailer or camping

equipment, (3) self-contained recreational vehicle (live-in trailer), (4) airplane, (5) bus, (6) train, (7) ship or boat, and (8) other.

Mountain. The geographic area of the U.S. comprising the states of Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming.

New England. The geographic area of the U.S. comprising the states of Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont.

Outside the U.S. The geographic area comprising all foreign destinations, excluding the contiguous U.S., Alaska, and Hawaii.

Pacific. Alaska, California, Hawaii, Oregon, and Washington.

Person-Trip. This is a person on a trip. If one person reported three different trips, his/her travel is counted as three trips and three person-trips. If three persons from a household go together on one trip, their travel is counted as one trip and three person-trips.

Pleasure Trip. As used in the table columns, any trip where the purpose of the trip was given as "outdoor recreation (hunting, fishing, boating, camping)" or "entertainment (sightseeing, theater, sports)."

Purpose of Trip. The respondent was asked to identify for each trip reported the "main reason for this trip." Responses were classified as follows: (1) visit friends and relatives, (2) Convention, seminar, meeting, (3) business, (4) outdoor recreation (hunting, fishing, boating, camping), (5) entertainment (sightseeing, theater, sports), (6) personal, family (medical, funeral, wedding), and (7) other.

The main purpose for the trip was ascribed to each person on the trip. If a trip was taken by the respondent and two other people traveling with him/her to visit friends and realtives, three person-trips were counted for this purpose. Similarly, if the trip had been primarily for business, three person-trips were counted for business.

In this report, travel for "convention, seminar, meeting," and "business" has been combined, and travel for "outdoor recreation," and "entertainment" has been combined into a "pleasure" category, in the table columns.

Respondent. This is the person completing the telephone interview.

South Atlantic. The geographic area of the U.S. comprising the states of Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, and West Virginia.

Straight-Line Miles. This is a "great circle" distance approximation using arithmentically derived coordinates (based upon longitude and latitude) and the Pythagorean Theorom. Straight-line miles are calculated by computer program and adjusted to trip distance for presentation in this report. See "Trip Distance."

Travel Party Size. The travel party for each trip is categorized into one of several groups depending upon the number of household members who went on that trip.

Travel Party Structure. The travel party for each trip is categorized depending upon the age and number of family members on that trip.

Trip. A trip is defined as each time a person goes to a place at least 100 miles away from home and returns. The following types of trips were specifically excluded: (1) travel as part of an operation crew on a train, airplane, truck, bus or ship, (2) commuting to a place of work, and (3) student trips to or from school.

In this survey, respondents are asked to report all trips of 75 miles or more, one-way, taken during the month immediately preceding the interview. Those trips subsequently calculated to be less than 100 miles in one-way, straight-line distance are excluded from the estimates of trips. This is done in an effort to minimize failure to report trips of 100 miles or more due to respondents error in recall.

Trip Distance. Trip distance is reported in terms of round-trip miles in this report. Round-trip miles are twice the calculated one-way, straight-line miles from origin to destination. These are calculated for domestic trips only. See "Straight-line Miles."

Trip Duration. This is the number of nights spent away from home on one trip. This includes nights spent at the destination and enroute. It is possible for a trip not to involve an overnight away from home if the traveler took a trip of 100 miles or more and returned home the same day.

Vacation Trip. Vacation was considered to be an occasion when trips are taken, but was not listed as a purpose or reason for travel. The respondent was asked for each trip reported, "Was this a vacation trip?"

Visit Friends/Relatives Trip. Any trip where the purpose of the trip was to "visit friends and/or relatives."

Weekend Trip. Each trip was classified as to whether it was a weekend trip by asking the respondents, "Was this a weekend or long weekend trip?" for each trip reported.

West North Central. The geographic area of the U.S. comprising the states of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, and South Dakota.

West South Central. The geographic area of the U.S. comprising the states of Arkansas, Louisiana, Oklahoma, and Texas.

APPENDIX D
SAMPLE CHARACTERISTICS
THIRD QUARTER, 1986

Number of telephone numbers selected	22,500
Number of interviews completed	4,519
Number of respondents reporting one or more qualifying trips	1,228
Total number of qualifying trips	1,638

APPENDIX E
SAMPLING ERROR, THIRD QUARTER 1986

There are a variey of statistical reasons why theoretical estimates can give only a rough indication of sampling error for key projections of this survey (e.g., trips). These include weighting, clustering, and response rates. For these reasons, the sample was designed to utilize the method of internal replication to obtain a more accurate measure of actual sampling error. In this method, the total sample is constructed or built up from a series of matched samples of small size. Each of these smaller samples is itself a national probability sample drawn as described in Appendix A. Each sample can thus be viewed as a sample of the universe of all households in the United States. The variation between samples can be used to give an indication of the sampling error.

For this study, a total of seven matched samples was utilized. Each of these consisted of fifty primary sampling units. Each of these samples was drawn so as to give the proper proportion of respondents in each travel region and in metropolitan and non-metropolitan areas. The tables below indicates the confidence intervals at the 95% confidence level based on this internal replication approach. The basic estimates of sampling error were supplied by Dr. Michael Rappeport of RL Associates, Princeton, New Jersey, and suggest the confidence intervals for the trip estimates contained in this report.

TRIP OR TRAVELER CHARACTERISTICS	PERCENT OF TRIPS	95% CONFIDENCE INTERVAL
DESTINATION REGION		
New England	4%	±1%**
Mid-Atlantic	9	±1*
South Atlantic	20	±1
East South Central	6	±1*
West South Central	9	±1*
East North Central	12	±1*
West North Central	9	±1*
Mountain	9	±1*
Pacific	16	±1
Outside U.S.	5	±1*

*Due to the small estimated percentage of trips for this category, the relative error is high. This estimate, therefore, should be used with care.

**Due to the very small estimated percentage of trips for this category, the relative error is very high. This estimate, therefore, should be used with extreme care.

TRIP OR TRAVELER CHARACTERISTICS -(Continued)	PERCENT OF TRIPS	95% CONFIDENCE INTERVAL
TRIP DISTANCE		
200-299 miles	18%	±1%
300-399 miles	13	±1*
400-499 miles	9	±1*
500-599 miles	7	±1*
600-999 miles	19	±1
1,000-1,999 miles	14	±1*
2,000 miles or more	14	±1*
Outside U.S.	5	±1*
TRIP DURATION		
No nights	7%	±4%*
One night	13	±2*
2-3 nights	38	±2
4-9 nights	30	±1
10 nights or more	11	±1*
FAMILY INCOME		
Less than $10,000	8%	±1*
$10,000-$19,000	15	±1
$20,000-$29,999	21	±2
$30,000-$39,999	19	±1
$40,000 or more	19	±1
Refused	18	±2
TYPE OF LODGING		
Home of friends/relatives	39%	±2%
Hotel/motel/motor hotel	47	±1
Rented cabin/condo/vacation home	3	±1**
Owned cabin/condo/vacation home	2	±1**
Camper/RV/tent	5	±1*
No nights	7	±4*

TRIP OR TRAVELER CHARACTERISTICS -(Continued)	PERCENT OF TRIPS	95% CONFIDENCE INTERVAL
ORIGIN REGION		
New England	4%	±1%**
Mid-Atlantic	11	±1*
South Atlantic	15	±3
East South Central	8	±1*
West South Central	12	±1*
East North Central	18	±2
West North Central	8	±1*
Mountain	8	±1*
Pacific	17	±1
PURPOSE OF TRIP		
Visit friends/relatives	33%	±1%
Other pleasure	37	±1
Business/convention	21	±1
MODE OF TRANSPORTATION		
Auto/truck/RV	72%	±3%
Air	23	±1
VACATION TRIP		
Vacation	62%	±2%
Not a vacation	38	±2
WEEKEND TRIP		
Weekend	43%	±3%
Not over a weekend	57	±3

4/27/87 R9375-3

1986
NATIONAL TRAVEL SURVEY
FOURTH QUARTER REPORT

U.S. TRAVEL DATA CENTER
WASHINGTON, D.C.

PRICE: SEVENTY-FIVE DOLLARS

ISSN: 0737-2620

An Affiliate of the Travel Industry Association of America

The US Travel Data Center is the national, non-profit center for travel and tourism research. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of the travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic, and scientific research concerning travel, the travel industry and travel-related industries. In pursuit of this objective, the Data Center gathers, analyzes, publishes and disseminates the results of such research, and cooperates with all government agencies, private industry and academic institutions with similar purposes and objectives.

The US Travel Data Center is an affiliate of the Travel Industry Association of America (TIA), the national, non-profit association representing all components of the U.S. travel industry, the third largest retail industry in the United States.

Rossi Ralenkotter, Chairman

Dr. Douglas C. Frechtling, Director

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EXECUTIVE SUMMARY

- Overall, travel during the fourth quarter of 1986 exceeded year-earlier levels by six percent. Not all segments of travel examined shared in this growth, however.

- The number of business/convention person-trips taken during October, November, and December of 1986 was two percent less than had been logged during 1985, 53 million. This was the first such decline for this type of travel recorded in the last nine quarters.

- Two percent fewer person-trips than during a year ago used air transportation, 62 million - the first time in eight quarters that this sector did not show growth. Because a smaller share of these travelers had foreign destinations, however, domestic air person-miles increased substantially.

- Among the other travel types, "other pleasure" travel showed the strongest increase over 1985. Up from 27 percent a year ago, 31 percent of all person-trips had sightseeing, outdoor recreation, or entertainment purposes.

- Gains in pleasure travel helped to offset the declines in air and business/convention travel with respect to hotel/motel lodgings. Forty-one percent of all fourth quarter, 1986 travelers spent at least one night in these commercial accommodations - down one percentage point from 1985. This represents a three percent increase in hotel/motel trips and a four percent increase in hotel/motel person-trips.

- The average duration of fourth quarter travel fell from 5.3 nights to 4.7 nights. Shorter durations were evident across all travel types examined.

- The South Atlantic census region attracted the largest share of the fourth quarter's travelers, 24 percent.

- The top producer of travelers was also the South Atlantic census region with 20 percent. The East North Central census region followed closely with 17 percent.

- Year-end person-trip totals exceeded those of 1985 for all travel segments examined in this report.

TABLE OF CONTENTS

	Page
Introduction	1
Guide to Using This Report	3
Background Factors for Travel During Fourth Quarter, 1986	5
Overview of Fourth Quarter, 1986 Travel Activity	7
Mode of Transportation	9
Purpose of Trip	11
Vacation Travel	13
Weekend Travel	15
Hotel/motel Travel	16
Year-to-date	17
Appendices	19
Appendix A: Tables of Results	A1
Appendix B: Survey Methodology	B1
Appendix C: Glossary of Terms	C1
Appendix D: Sample Characteristics	D1
Appendix E: Sampling Error	E1

INTRODUCTION

In March 1979, the U.S. Travel Data Center began conducting a monthly National Travel Survey. Since that time, quarterly and annual summaries of results have been published regularly to provide Data Center members and other interested marketers and researchers with timely, consistent and relevant data on major trends in U.S. travel activity.

Travel activity in recent years has faced numerous challenges. Petroleum shortages, inflation, changing regulatory policies, economic decline and recovery, and shifting consumer buying habits all influence the volume and patterns of U.S. travel activity. This and other reports from the Data Center's National Travel Survey contribute to a better understanding of changing travel markets.

This report summarizes U.S. travel volume and characteristics during the fourth quarter of 1986.

GUIDE TO USING THIS REPORT

The first section of this report reviews factors related to U.S. travel activity in the past, specifically economic conditions and weather patterns.

Next is an analysis of major travel patterns and trends occurring during the fourth quarter of 1986 compared to the same period of 1985. Separate discussions of a number of important U.S. travel markets are included. Throughout this analysis, lettered tables show average person-trip characteristics in several different categories.

Summary tables of the complete results of the fourth quarter, 1986 National Travel Survey arranged by type of trip comprise Appendix A. These tables show the base number of trips and person-trips for each category and the percent distributions of these trips and person-trips by a number of trip and traveler characteristics. References appearing in parentheses are made in the analysis to these summary tables.

Following earlier National Travel Surveys, travel is measured by trips and person-trips. A "trip" is defined as travel to a place 100 miles or more away from home and return, whether or not an overnight stay is involved. Every time a respondent travels, either alone or with other members of the household, a trip is recorded. A "person-trip" is counted every time one person takes a trip. If the respondent travels with two other members of the household, one trip and three person-trips are counted. More detailed definitions of these and other terms used in this report are found in Appendix B: Glossary of Terms. Also located in the appendices are the following: Appendix C which provides a description of the methodology used to conduct the survey, Appendix D which shows a summary of the sample characteristics for the fourth quarter of 1986, and Appendix E which discusses sampling error.

This is the fourth report in a series of reports based on the 1986 National Travel Survey. Quarterly and annual reports summarizing data from the 1979 through 1985 National Travel Surveys have also been published.

Travel industry members and other interested parties are invited to participate in the National Travel Survey program. The survey combines the low cost advantage of a syndicated study with the flexibility of custom research to provide subscribers with the best survey package the Data Center can offer.

In addition to receiving reliable monthly data on Americans' travel activity and intentions, subscribers are entitled to add several questions of their own selection at any time during the year and to use the existing data base to segment responses.

For a prospectus describing the National Travel Survey, contact Suzanne D. Cook, Assistant Director, U.S. Travel Data Center, Suite 610, 1899 L Street, N.W., Washington, D.C. 20036, (202) 293-1040.

BACKGROUND FACTORS FOR TRAVEL DURING THE FOURTH QUARTER, 1986

Economic Developments

The economic expansion that began in the final quarter of 1982 was now four years old. As in recent quarters, the fourth quarter of 1986 displayed signs that this expansion was winding down. Table A below characterizes the modest economic gains that had been made since the fourth quarter of 1985.

Table A: Overall U.S. Economic Developments
Fourth Quarter, 1986 and 1985
(Percent change from previous year)

	1986	1985
Dollar GNP	4.2%	6.3%
Real GNP	2.1	2.9
Personal Income	4.3	6.1
Personal consumption expenditure (real)	4.1	3.5
Corporate profits after tax	3.4	4.0
Consumer price index	1.3	3.5
Travel price index	-10.8	5.3
Payroll employment	2.4	3.1

Dollar GNP rose four percent above 1985, compared to a six percent increase that year. Adjusted for 1982 dollars, real GNP rose only two percent during the quarter above year-earlier levels.

Services continued to be the source of new jobs, while manufacturing firms marginally decreased their workforce. Overall, payroll employment increased by two percent from a year ago, an addition of 2.4 million jobs.

Partly caused by the slower growth in employment, but also largely affected by falling interest earnings, the gains in personal income were significantly less than in the fourth quarter of 1985. Sliding from a six percent increase, personal income had risen just four percent a year later - and less than one percent annually from the previous quarter.

Consumers did not respond quickly to the smaller rise in income. Although somewhat down from the extremely strong previous quarter, consumer spending was still brisk and rose four percent in real terms during the fourth quarter of 1986, topping the year-earlier growth rate. Spending for durables climbed fastest, especially in December, as consumers rushed to buy big-ticket items while they could still deduct the tax from their 1986 income. Consistent with the Data Center's observed growth

in travel by personal motor vehicles, gasoline and oil consumption also garnered a large share of the spending windfall. As a consequence of robust spending, however, personal savings as a percent of disposable income continued to slide to extremely low levels, and interest payments made by consumers grew dramatically.

In the consumer's favor during the quarter were low interest rates, easy credit, and marginal price increases - the Consumer Price Index gained just over one percent from 1985. Compared to other items, travel was an affordable pursuit during the fourth quarter of 1986. Due to a 30 percent decline in the price of gasoline from year earlier levels, the cost of travel as measured by the Travel Price Index actually declined during the fourth quarter. Coupled with this dramatic drop in the price of gasoline was only modest growth in other components of the TPI. Lodging while away from home and air fares grew significantly less than during the same period a year ago. Railroad fares increased the fastest of any component during the quarter, just over five percent above those of 1985.

The Conference Board's Consumer Confidence Index was below 1985's levels for October, November, and December of 1986, but was not considered to be indicative of a serious loss of confidence. Interestingly, the Buying Plans Index, which in earlier quarters continued to climb despite a waning Confidence Index, fell during the quarter. Most noticeably down from year-earlier results were plans to buy automobiles, not surprising after the highly successful auto sales campaign of the third quarter. Less impressive declines were also recorded in plans to buy homes and major appliances.[1]

Weather Conditions. October's weather was nearly average over most of the U.S. During November, Northern states experienced colder than normal temperatures, while warmer than normal temperatures prevailed in the Southeast. Eastern U.S. states received above average rainfall during the month. The fourth quarter ended with mild winter weather across most of the nation.

Events. The successful 1986 World Exposition in neighboring Vancouver, Canada, closed October 13. Since opening in May, Expo attendance numbered over 20 million visits. A disastrous fire on December 31st caused 96 deaths at the DuPont Hotel in San Juan.

Calendar. Americans had many occasions to take a long weekend trip in the fourth quarter of 1986, as they did in 1985. Columbus Day was observed on Monday, October 13, while Monday, November 10 marked the observation of the Veterans' Day holiday. Thanksgiving fell on Thursday, November 27, and Christmas was celebrated on Thursday, December 25. Like 1985, the fourth quarter of 1986 held 13 full weekends.

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[1] Consumer Attitudes and Buying Plans, The Conference Board, October - December, 1986.

OVERVIEW OF FOURTH QUARTER 1986 TRAVEL ACTIVITY

The National Travel Survey reported that an average of 24 percent of all American adults, or 43 million residents (age 18+), traveled away from home during each month of the fourth quarter of 1986. This represents a three percent increase in adult travelers over the fourth quarter of 1985.

These American adults took a total of 148 million trips, up six percent over the previous year. The number of person-trips increased proportionally. Rising from 262 million person-trips in 1985, 278 million person-trips were recorded during the fourth quarter of 1986 (Table 1B).

The size of the average travel party with 1.89 household members remained about the same as a year earlier. However, round-trip distances averaged 990 miles, about 70 miles more per person-trip than in 1985. On the other hand, the average number of nights U.S. resident travelers spent away from home dropped from 5.3 nights to 4.7 nights. Table B compares fourth quarter 1985 and 1986 travel (Tables 1C, 1D, and 1F).

Table B: Characteristics of the Average Person-trip, Fourth Quarter, 1986 and 1985

	1986	1985
Persons per trip	1.89	1.87
Miles/person trip*	990	920
Nights/person-trip	4.7	5.3

*Round-trip distance for domestic travel only.

The National Travel Survey showed that growth in travel for the purposes of sightseeing, entertainment, and outdoor recreation contributed most significantly to the overall rise in travel for the quarter. Person-trips for this purpose rose 23 percent from the previous year. Travel to visit friends and relatives, comprising 46 percent of the quarter's person-trips, did not keep pace with the overall increase in travel. Business/convention purposes were also significantly less important this quarter. During the fourth quarter of 1986, travel for this purpose posted its first loss in nine consecutive quarters (Table 1B).

Weekend travel increased even faster than travel overall. Accounting for 47 percent of all person-trips, weekend travel gained nearly 13 percent over 1985's level. Vacation person-trips also exhibited healthy growth of eight percent, largely due to an increase in Americans combining business/convention travel with some vacation (Table 1E).

Auto/truck/RV travel benefited greatly from the overall increased volume of travel. These vehicles moved 73 percent of the fourth quarter's travelers, up from 71 percent a year ago. Conversely, air transportation was used by a smaller share of travelers, 22 percent, and posted a two percent decline in person-trips - the first such loss in eight quarters. (Table 1C).

The effect that declines in air travel and business/convention travel had on hotel/motel lodging were partially offset by the tremendous increase in the volume of pleasure travel. Although the share of all person-trips which involved at least one night in these accommodations fell by one percentage point from a year ago, hotel/motel trips and person-trips managed to grow by three percent and four percent, respectively (Tables 1B and 1D).

One-third of all person-trips taken during the quarter were by a lone household member. In fact, most of the increased travel for the quarter was due to this group which a year ago accounted for 27 percent. The share of multi-person travel parties decreased accordingly. Children comprised a 12 percent share of all travelers (Tables 1F and 1G).

No significant change from 1985 occurred in the distribution of travel by household income. Travelers most often reported their household income to be in excess of $30,000 annually, 41 percent (Table 1G).

Among the regions, the South Atlantic census region hosted the largest proportion of travelers during the fourth quarter of 1986, 24 percent. The Pacific census region was the second most popular destination and hosted 14 percent of the travelers (Table 1H).

The South Atlantic census region was also the greatest supplier of travelers nationally. One-in-five of those Americans who traveled during the fourth quarter resided in this region. The East North Central census region also supplied a large share, 17 percent (Table 1I).

The largest share (46 percent) of all travelers originated in ADIs (Areas of Dominant Influence) with populations of between 250,000 to one million. Large ADIs (over 1 million) supplied the next highest share, 35 percent (Table 1J).

Travelers preferred to visit large city areas. Forty percent of the fourth quarter person-trips were destined to A Counties (those counties which comprise the 25 largest Metropolitan Statistical Areas) - 31 percent actually visited the cities within these counties. B Counties (those counties with populations over 150,000 or comprising cities with populations over 150,000) hosted the second largest share of travelers, 27 percent. C and D Counties combined (those with populations of less than 150,000) attracted 30 percent of all travelers (32 percent) (Table 1J).

Mode of Transportation

Seventy-three percent of all person-trips taken during the fourth quarter of 1986 used personal motor vehicles as the major means of transportation, up from 71 percent a year-earlier. In all, 100 million trips and 203 million person-trips used this mode, representing gains over 1985 of 11 percent and nine percent, respectively (Tables 1B and 1C).

The number of air person-trips, which had shown strong increases in each of the last eight quarters, fell during the final quarter of 1986 by two percent. However, because international destinations attracted a smaller share of these travelers, domestic air person-miles showed healthy increases. Twenty-two percent of the quarter's travelers, representing 62 million person-trips, used air transportation (Tables 1B and 1C).

The major differences between the characteristics of auto/truck/RV trips and air trips are evident in Table C below. Auto/truck/RV travel parties are significantly larger than air travel parties. However, both the distance traveled and trip duration are substantially longer for travel by air (Tables 2A, 2B, 3A, and 3B).

Table C: Characteristics of the Average Auto/Truck/RV and Air Person-trip, Fourth Quarter, 1986 and 1985

	Auto/Truck/RV		Air	
	1986	1985	1986	1985
Persons/per trip	2.02	2.08	1.64	1.55
Miles/person-trip*	720	650	1,840	1,950
Nights/person-trip	4.4	4.7	6.0	6.9

*Round-trip distance for domestic travel only.

Both modes of transportation exhibited the underlying trend for all fourth quarter 1986 travel in terms of having shorter average durations away from home. However, the average travel party size and distance for air travel changed opposite to travel overall, involving larger travel parties and shorter round-trip domestic distances compared to a year ago (Tables 2A, 2B, 3A, and 3B).

There is a considerable difference in the purpose of the trip by the two modes of transportation. Auto/truck/RV travelers stated the purpose of their trip to be visiting friends and relatives more than any other reason, 50 percent of the time. Air travelers, for comparison, were visiting in only 31 percent of the cases. These air travelers were, however, over three

times as likely as auto/truck/RV travelers to be on a business/convention trip, 35 percent and 11 percent, respectively. Generally, the three major purposes examined were more equally represented by air travelers than by auto/truck/RV travelers (Tables 2C and 3C).

Over twice the share of auto/truck/RV person-trips as air person-trips occurred over a weekend, 54 percent and 26 percent, respectively. The majority of person-trips using either mode of transportation were reported to be vacation trips. This was true for 66 percent of the air person-trips and 69 percent of the auto/truck/RV person-trips (Tables 2C and 3C).

Consistent with the finding that auto/truck/RV travelers are more likely to be visiting friends and relatives is the finding that nearly half (49 percent) spent their nights away from home in the houses of acquaintances. This compares to one-third of the air travelers, who instead preferred commercial lodging, 57 percent. Both groups of travelers were similarly inclined to not stay overnight at all. Seven percent of the air person-trips and eight percent of the auto/truck/RV person-trips were day-trips (Tables 2B and 3B).

Regions were found to attract different proportions of the two group of travelers. The greatest share (25 percent) of air travelers visited the Pacific census region. In contrast, this region attracted only 11 percent of the auto/truck/RV travelers. They most often were destined to the South Atlantic census region, 24 percent (Tables 2F and 3F).

Significant differences were also apparent when examining the areas of destination. Fifty-three percent of the air person-trips, but only 35 percent of the auto/truck/RV person-trips, visited A counties - those comprising one of the 25 largest metropolitan areas. As could be expected, greater proportions of auto/truck/RV person-trips were destined to the less populated B, C, and D counties than were air person-trips (Tables 2H and 3H).

Although the South Atlantic census region supplied the largest share of both air and auto/truck/RV person-trips (17 percent and 21 percent, respectively), the modes of transportation used by fourth quarter travelers were often found to differ by region of origin. For example, the East North Central region generated a much larger proportion of auto travelers, while the New England region and the West North Central region generated disproportional shares of air travelers (Tables 2G and 3G).

Large ADIs were the origin for a greater share of air travelers than for auto/truck/RV travelers. Over half, 51 percent of the air person-trips began in ADIs with populations of more than one million. For comparison, these areas produced less than one-third of the auto/truck/RV travel taken during the fourth quarter of 1986. ADIs of less than one million produced proportionally more of the auto/truck/RV person-trips than of the

air person-trips (Tables 2G, 2H, 3G, and 3H).

Purpose of Trip

The National Travel Survey collects data on trips taken for a variety of purposes. For this analysis, pleasure travel, defined as trips taken to visit friends and relatives, for outdoor recreation, sightseeing, and entertainment, is contrasted with business/convention travel. Of all fourth quarter 1986 travel, 77 percent was taken primarily for pleasure purposes and 19 percent for business/convention reasons.

Business and conventions were the primary motivators behind 40 million trips and 53 million person-trips this quarter, representing declines of five percent and two percent, respectively. Pleasure travel, however, experienced strong growth. A total of 102 million trips and 213 million person-trips, were taken for pleasure. Sixty percent of the pleasure travel was for the purposes of visiting with friends and relatives, while the much more seasonal pursuits of sightseeing, outdoor recreation, and entertainment accounted for the other 40 percent (Tables 4C and 5C).

Table D: Characteristics of the Average Pleasure and Business/Convention Person-trip, Fourth Quarter, 1986 and 1985

	Pleasure		Business/Convention	
	1986	1985	1986	1985
Persons per trip	2.10	2.10	1.32	1.29
Miles/person-trip*	970	880	1,120	1,040
Nights/person-trip	5.1	5.6	3.9	4.4

*Round-trip distance for domestic travel only.

Pleasure travel and business/convention travel understandably differ in many ways. Table D above illustrates some of these ways. Business/convention travel parties are substantially smaller than pleasure travel parties. It is evident that fourth quarter 1986 pleasure travel also involved significantly longer durations than business/convention travel. Generally, the average round-trip distance of business/convention travel is much longer than that of pleasure travel, however, this distinction blurred somewhat during the fourth quarter of 1986 as the average distances approached one another (Tables 4A, 4B, 5A, and 5B).

Several factors contribute to the smaller average travel party sizes of business/convention travel compared to pleasure travel. Among them are the propensity for business/convention travel to involve a single member of the household unit, and a

smaller incidence of taking children along. Nearly four-in-five trips taken for business/convention purposes consisted of only one household member compared to less than half (46 percent) of the trips taken for pleasure. Children accounted for a meager four percent of all business/convention person-trips but 14 percent of all pleasure person-trips (Tables 4D and 5D).

Business/convention travelers were more likely this quarter than in 1985 to combine vacation trips with necessary business/convention travel. Twenty-two percent of all business/convention person-trips were also considered, at least in part, to be vacations. During the fourth quarter of 1985, this was true for 17 percent. Predictably, the bulk of pleasure travel (81 percent) was classified by respondents to be vacation travel as well (Tables 4C and 5C).

Both groups of travelers had slightly different transportation usage patterns compared to a year ago. Pleasure travelers' preferrence for auto/truck/RV travel eroded somewhat, although this mode still accounted for the vast majority of their person-trips, 75 percent. On the other hand, business/convention travelers cut their use of air while increasing their use of personal motor vehicles. Auto/truck/RVs carried nearly half of the business/convention travelers to their destination during the fourth quarter of 1986 (Table 4A and 5A).

Consistent with the transportation patterns seen, pleasure travelers also increasingly reported spending nights in paid accommodations (36 percent), while business/convention travelers reported a greater incidence of staying with friends and relatives (15 percent) than during 1985's fourth quarter. Despite this shift, historical favorites were not altogether abandoned. Fifty-three percent of the pleasure person-trips involved stays in the homes of friends and relatives, and 70 percent of the business/convention person-trips involved the use of commercial lodging percent (Tables 4B and 5B).

The South Atlantic census region was the most visited region by both business/convention and pleasure travelers and garnered 30 percent and 24 percent of these person-trips, respectively. The second most visited destination for both groups was the Pacific region (Tables 4F and 5F).

In terms of origin regions, the South Atlantic census region was also the greatest generator of person-trips for both pleasure and business/convention purposes. The East South Central and the West South Central regions generated proportionately more business/convention travelers than pleasure travelers, while the opposite was true for the Mid-Atlantic and the East North Central regions (Tables 4G and 5G)

As might have been expected, business/convention travel was more often destined to large city areas, A counties, than was pleasure travel (51 percent and 38 percent, respectively). B Counties attracted similar shares of both groups, while C and D

Counties were visited by greater proportions of pleasure travelers than business/convention travelers (Tables 4H and 5H).

Although substantial differences existed by area of destination as previously discussed, these differences faded when areas of origin were examined. ADIs of over one million supplied 36 percent of all pleasure travel during the quarter, and a similar 35 percent share of all the business/convention travel Medium ADIs, those with populations between 250,000 and one million, supplied the greatest share of travelers for either purpose, 46 percent each (Tables 4H and 5H).

Vacation Travel

During the fourth quarter, 89 million vacation trips and 189 million vacation person-trips were logged. Vacation travel in terms of person-trips for October, November, and December rose by eight percent above the level for the same three-month period in 1985 (Table 1B).

As indicated in the table below, vacation travel involved slightly smaller average travel parties, longer average domestic round-trip distances, and shorter average durations than a year ago (Tables 6A and 6B).

Table E: Characteristics of the Average Vacation Person-trip, Fourth Quarter, 1986 and 1985

	1986	1985
Persons per trip	2.13	2.19
Miles/person-trip*	1,060	960
Nights/person-trip	5.4	5.9

*Round-trip distance for domestic travel only

Although down somewhat from a year-earlier, the average vacation travel party size during the fourth quarter 1986 was among the largest of the travel segments examined - as is usually the case. However, there was a noticeable change in the composition of vacation travel parties compared to a year ago. In fact, most of the gain in vacation travel for the quarter can be traced to lone travelers. This group accounted for over one-fourth (26 percent) of the vacation person-trips, an increase of ten percentage points from a year ago. Examining the age distribution revealed a greater share of older travelers. Children represented 14 percent of all vacationers (Table 6D and 6E).

A slightly larger share of vacationers this quarter traveled to their destinations by air, while a correspondingly smaller share than during 1985 used auto/truck/RV travel. Auto/truck/RV travel, however, still carried the vast majority of the vacation travelers, 74 percent. Twenty-two percent of the quarter's vacationers used air (Table 6A).

There is a logical correspondence between vacation travel and pleasure travel. During the fourth quarter of 1986, 88 percent of all vacation travel was taken for the purposes of visiting friends and relatives (50 percent) and for sightseeing, entertainment, and outdoor recreation (38 percent) - this latter category of vacation travel, "other pleasure", was much more important than a year ago. Six percent of the vacationers reported business or convention reasons for their trip (Table 6C).

The greater emphasis on "other pleasure" activities did not affect the lodging choices made by the quarter's vacation travelers. Half of the vacation person-trips involved spending at least one night in the homes of friends and relatives, just a slight drop from 1985, while hotel/motel usage marginally increased to 38 percent. The use of other accommodations was reported in much the same proportions as a year ago. Five percent of the vacation person-trips recorded during the quarter were day-trips (Table 6B).

Fourth quarter vacationers remained loyal to their traditional favorite destination during 1986. Almost one-fourth (24 percent) of the vacation person-trips were destined to the South Atlantic census region. The second most popular destination was the Pacific census region with 14 percent (Table 6F).

Large cities areas attracted the greatest share of vacation travelers during the quarter. Thirty-six percent visited an A county and 28 percent reported visiting one of the 25 largest cities contained within these counties. B counties received over one-fourth of the vacation person-trips while C and D counties received nearly equal shares - 16 percent and 15 percent, respectively (Table 6H).

Three regions contributed most heavily to the pool of vacation travelers. They were the South Atlantic census region (18 percent), the East North Central census region (18 percent), and the Mid-Atlantic census region (17 percent) (Table 6G).

By area of origin, vacation travelers were produced in the same proportions as travelers overall. Large ADIs, those with populations over one million, supplied 35 percent of the vacation person-trips for the quarter, however, the largest source of vacation travelers were the medium-sized ADIs, those with populations between 250,000 and 999,999. ADIs of this size accounted for 46 percent. The final 19 percent of vacation person-trips can be traced to small ADIs, those with populations of less than 250,000 (Table 6H).

Weekend Travel

The fourth quarter 1986 witnessed strong increases in both the number of weekend trips and person-trips recorded compared to a year ago. Sixty-four million trips and 132 million person-trips were taken over weekends during the final quarter of 1986, representing increases of 15 percent and 13 percent, respectively (Table 1B).

As indicated by Table F, weekend travel characteristics differed somewhat from 1985 in terms of travel party size and round-trip distance. The average round-trip distance per weekend person-trip rose dramatically by 100 miles from a year ago. The average travel party size, however, fell slightly (Tables 7A and 7B).

Table F: Characteristics of the Average Weekend Person-trip, Fourth Quarter, 1986 and 1985

	1986	1985
Person per trip	2.07	2.11
Miles/person-trip*	730	630
Nights/person-trip	2.7	2.7

*Round-trip distance for domestic travel only.

Proportionately more of the weekend travel taken during the fourth quarter of 1986 involved just one person. These lone travelers were responsible for over one-fourth of all weekend person-trips, 26 percent. Correspondingly smaller shares than last year were thus attributed to travel parties of other sizes and structures. Children comprised 16 percent of all weekend travelers (Tables 7D and 7E).

Weekend travel differed little from last year by means of transportation used. The importance of auto/truck/RV modes declined just slightly from 1985. Eighty-three percent of the weekend travelers during the fourth quarter 1986 used transportation of this type, while 12 percent flew to their destinations (Table 7A).

Fourth quarter weekend travelers were motivated by much the same purposes as a year ago. Over half, 52 percent, of the weekend travelers were visiting friends and relatives. Sightseeing, outdoor recreation, and entertainment activities were behind 29 percent of this travel, while business/convention purposes accounted for a 12 percent share (Table 7C).

Accommodations were selected in similar proportions, too. Fifty-five percent of the weekend travelers stayed with friends

and relatives, and 37 percent stayed in hotels/motels (Table 7B).

Weekend travelers visited the South Atlantic census region more often than any other region, 23 percent. Large city areas were visited by two-in-five weekend travelers and enjoyed the greatest share. Nearly one-third (32 percent) of the fourth quarter's weekend travelers ventured to one of the 25 largest urban areas. Counties comprising the smaller cities received a 29 percent share of the weekend person-trips, and the more rural C and D counties accounted for another 31 percent (Tables 7F and 7H).

The top producer of weekend travelers was the South Atlantic census region which yielded a 22 percent share. The East North Central followed closely with 19 percent. Medium-sized ADIs were most likely to be the area of origin for weekend person-trips, 49 percent. The largest ADIs, over one million in population, generated a 31 percent share (Tables 7F and 7H).

Hotel/Motel Lodging

Representing modest increases over 1985, Americans took 67 million trips and 115 million person-trips during the quarter which involved at least a one-night stay in a hotel or motel. Compared to a year ago, hotel/motel trips rose three percent, while person-trips rose four percent (Table 1B).

Table G shows the characteristics of hotel/motel travel for the fourth quarters of 1986 and 1985. The average number of nights shown includes all nights on the trip and not just those nights actually spent in a hotel or motel. The actual stays in these lodgings averaged 4.3 nights per all trips or 4.1 nights per domestic trip. The average round-trip domestic distance traveled by US residents using hotel and motel lodgings increased dramatically to 1,250 miles. Concurrently, the average number of nights spent away from home by hotel/motel travel parties dropped from the fourth quarter of 1985 to 4.6 nights (Table 8A and 8B).

Table G: Characteristics of the Average Hotel/Motel Person-trip, Fourth Quarter, 1986 and 1985

	1986	1985
Persons per trip	1.74	1.71
Miles/person-trip*	1,250	1,020
Nights/trip**	4.6	4.9

*Round-trip distance for domestic travel only.
**Includes all nights spent away from home per trip.

Hotel/motel travel tends to cover more round-trip miles than other types of travel. In 1986, 34 percent of all travel involving hotel/motel stays was over 1,000 straight-line round-trip miles from home (Table 8A).

Travelers visiting friends and relatives accounted for the greatest increase in hotel/motel use from 1985. This group accounted for 24 percent of all hotel/motel person-trips. The largest share of patrons - nearly two-in-five - were motivated by sightseeing, outdoor recreation, and especially entertainment purposes. Business/convention travelers comprised another 32 percent share.

Forty-two percent of the person-trips which used these accommodations were also weekend person-trips. Vacationers accounted for 63 percent of all hotel/motel person-trips (Table 8C).

Well over half, 58 percent, of all hotel/motel trips were taken by a lone traveler. Only about one-in-ten of the hotel/motel trips included children (11 percent) (Table 8F).

One-fourth of the fourth quarter's travelers who spent nights in a hotel or motel visited the South Atlantic census region. The Pacific census region followed as the second most popular destination of hotel/motel travelers, garnering a 15 percent share (Table 8I).

The South Atlantic census region was also the most prolific producer of hotel/motel person-trips, 21 percent. The East North Central census region ranked a close second with a 19 percent share (Table 8I).

Visitors to large urban areas comprised the largest share of hotel/motel users, 46 percent. Forty percent of the users actually visited the city itself. As could be expected, the share of hotel/motel users who visited the most rural sections of the country (D Counties) was the smallest with eight percent (Table 8H).

Medium-sized ADIs were most likely to originate hotel/motel travelers, 44 percent. The second largest share of hotel/motel travelers were from large ADIs, 38 percent (Table 8H).

Year-to-Date

Table 9A shows the average monthly number of traveling adults for each of the categories discussed in this report. Table 9B shows the cumulative number of trips and person-trips recorded through the fourth quarter.

By the end of the fourth quarter of 1986, 63 percent of all U.S. resident adults had reported taking at least one trip of 100

miles away from home. An average of 43 million traveled each month of 1986.

Of all travel examined in these reports, "other pleasure" travel shows the greatest seasonality. These travelers were most active during the second and third quarters - undoubtedly due to the outdoor recreation component of this travel. Business/convention and air person-trips exhibited far less seasonality throughout 1986 than any other travel examined here.

All travel segments achieved gains in terms of person-trips over the course of 1986. Overall, travelers logged six percent more trips and four percent more person-trips than in 1985. With strong gains in all but the third quarter, "other pleasure" travel experienced the greatest increase of all travel segments examined. Travel for business and conventions slowed its strong growth over 1986. The fourth quarter 1986 marked the first time in nine quarters that year-earlier levels of business/convention travel were not exceeded.

The increases in air travel also began to slow as 1986 progressed. Like business and convention travel, the decline in air person-trips recorded for the fourth quarter of 1986 compared to a year earlier followed a string of gains. Auto/truck/RV person-trips outnumbered 1985's in three quarters and had logged a substantial increase by year's end (four percent).

Although the first and second quarters of 1986 recorded lackluster performance by vacation travel, the second half of the year was highlighted by strong gains. Weekend travel experienced a marginal loss during the second quarter but proved to be a very healthy segment during the rest of the year.

Hotel/motel lodging experienced a loss of popularity during the first quarter, but on a trip basis gains in the rest of the year, especially during the third quarter, countered this loss.

APPENDICES

APPENDIX A

TABLES OF RESULTS

Table 1A: Monthly Average Number and Percent of U.S. Adults Taking Trips, by Major Trip Characteristics, Fourth Quarter, 1986 and 1985.

Trip Characteristics	U.S. Adults (Millions) 1986	U.S. Adults (Millions) 1985	Percent of U.S. Adults 1986	Percent of U.S. Adults 1985
Total Population	176.7	174.9	100%	100%
Took one or more trips	43.0	41.8	24	24
Purpose of trip				
Visit friends/relatives	19.9	18.6	11	11
Other pleasure	12.2	11.4	7	7
Business/convention	10.2	10.6	6	6
Mode of transport				
Auto/truck/RV	32.1	29.3	18	17
Air	10.0	9.2	6	5
Vacation trip	25.5	25.2	14	14
Weekend trip	19.0	18.2	11	10
Type of Lodging				
Hotel/motel	18.9	19.3	11	11

Source: U.S. Travel Data Center

Table 1B: Number of Trips and Person-trips by Major Trip Characteristics, Fourth Quarter, 1986 and 1985.

Trip Characteristics	Trips (Millions) 1986	Trips (Millions) 1985	Person-trips (Millions) 1986	Person-trips (Millions) 1985
All trips	148.0	140.2	278.0	262.3
Purpose of trip				
Visit friends/relatives	61.0	57.1	127.3	123.5
Other pleasure	40.6	34.9	85.7	69.8
Business/convention	39.9	41.8	52.8	54.1
Mode of transport				
Auto/truck/RV	100.3	90.1	202.9	187.0
Air	37.6	40.7	61.8	63.0
Vacation trip	88.9	80.1	189.0	175.5
Weekend trip	63.6	55.4	131.8	117.0
Type of Lodging				
Hotel/motel	66.5	64.8	115.0	110.8

Source: U.S. Travel Data Center

Table 1C: Percent Distribution of TOTAL Trips and Person-trips by Round-trip Distance and Mode of Transport, Fourth Quarter, 1986 and 1985

Trip Distance[1]	Percent of Trips 1986	Percent of Trips 1985	Percent of Person-trips 1986	Percent of Person-trips 1985
200-299 miles	22%	24%	22%	25%
300-399 miles	14	14	12	14
400-599 miles	18	14	20	15
600-999 miles	13	16	13	15
1,000-1,999 miles	15	13	15	13
2,000 miles or more	14	13	13	12
Outside U.S.	5	7	5	6
Total	100%	100	100%	100%
Average distance (miles)[1]	1,020	990	990	920
Mode of Transportation				
Auto/truck/RV	68%	64%	73%	71%
Airplane	25	29	22	24
Bus	2	2	2	2
Train	1	1	1	1
Other	3	3	2	3
Total	100%	100%	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1] Round-trip straight-line distance for domestic travel only.

Base: Fourth Quarter, 1986 - 148.0 million trips, 278.0 million person-trips;
Fourth Quarter, 1985 - 140.2 million trips, 262.3 million person-trips.

Table 1D: Percent Distribution of TOTAL Trips and Person-trips by Duration of Trip and Type of Lodging, Fourth Quarter, 1986 and 1985

	Percent of Trips		Percent of Person-trips	
Trip Duration	1986	1985	1986	1985
No nights	9%	9%	8%	7%
One night	14	13	13	12
2 to 3 nights	37	36	37	37
4 to 9 nights	29	30	31	30
10 nights or more	11	12	11	14
Total	100%	100%	100%	100%
Average duration (nights)	4.5	5.1	4.7	5.3
Type of Lodging				
Home of friends /relatives	39%	41%	44%	46%
Hotel/motel/motor hotel	45	46	41	42
Rented cabin/condo./ vacation home	3	1	4	2
Owned cabin/condo./ vacation home	1	3	2	4
Camper/RV/tent	3	2	2	3
Other	2	3	2	2
No nights	9	9	8	7

Note: Details may not add to 100% due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: Fourth Quarter, 1986 - 148.0 million trips, 278.0 million person-trips;
Fourth Quarter, 1985 - 140.2 million trips, 262.3 million person-trips.

Table 1E: Percent Distribution of TOTAL Trips and Person-trips by Purpose and Type of Trip, Fourth Quarter, 1986 and 1985

Purpose of Trip	Percent of Trips		Percent of Person-trips	
	1986	1985	1986	1985
Visit friends/relatives	41%	41%	46%	47%
Other pleasure	27	25	31	27
Business/convention	27	30	19	21
Other	5	4	4	5
Total	100%	100%	100%	100%
Vacation or Other Trip				
Vacation trip	60%	57%	68%	67%
Not a Vacation trip	40	43	32	33
Total	100%	100%	100%	100%
Weekend or Other Trip				
Weekend trip	43%	40%	47%	45%
Not a weekend trip	57	60	53	55
Total	100%	100%	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: Fourth Quarter, 1986 - 148.0 million trips, 278.0 million person-trips;
Fourth Quarter, 1985 - 140.2 million trips, 262.3 million person-trip.

Table 1F: Percent Distribution of TOTAL Trips and Person-trips by Travel Party Size and Structure, Fourth Quarter, 1986 and 1985

	Percent of Trips		Percent of Person-trips	
	1986	1985	1986	1985
Travel Party Size				
One	54%	50%	33%	27%
Two	28	29	30	31
Three	10	10	16	16
Four	5	6	11	13
Five or more	3	4	11	13
Total	100%	100%	100%	100%
Travel Party Structure				
One adult without children	54%	50%	33%	27%
Two or more adults, without children	31	34	39	41
One adult with children	4	4	5	6
Two or more adults with children	11	12	23	27
Total	100%	100%	100%	100%

Note: Details may not to totals due to rounding.
Source: U.S. Travel Data Center

Base: Fourth Quarter, 1986 - 148.0 million trips, 278.0 million person-trips;
Fourth Quarter, 1985 - 140.2 million trips, 262.3 million person-trips.

Table 1G: Percent Distribution of TOTAL Trips and Person-trips by Family Income and Age, Fourth Quarter, 1986 and 1985

Family Income	Percent of Trips 1986	Percent of Trips 1985	Percent of Person-trips 1986	Percent of Person-trips 1985
Less than $10,000	7%	7%	6%	6%
$10,000-$19,999	16	13	15	14
$20,000-$29,999	18	18	19	21
$30,000 or more	42	42	41	38
Refused	17	20	19	20
Total	100%	100%	100%	100%

Age [1]	Percent of Person-trips 1986	Percent of Person-trips 1985
Less than 18 years[2]	12%	16%
18-24 years	12	10
25-34 years	22	21
35-44 years	20	19
45-54 years	11	9
55-64 years	12	14
65 years or older	11	10
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1] This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
[2] Does not include those under 18 traveling alone.

Base: Fourth Quarter, 1986 - 148.0 million trips, 278.0 million person-trips;
Fourth Quarter, 1985 - 140.2 million trips, 262.3 million person-trips.

Table 1H: Percent Distribution of TOTAL Trips and Person-trips by Destination Region, Fourth Quarter, 1986 and 1985

Destination Region	Percent of Trips		Percent of Person-trips	
	1986	1985	1986	1985
New England	4%	3%	5%	3%
Mid-Atlantic	11	9	11	11
South Atlantic	24	22	24	22
East South Central	8	6	7	6
West South Central	6	11	6	12
East North Central	6	11	6	12
West North Central	14	7	13	6
Mountain	8	8	9	9
Pacific	13	15	14	13
Outside U.S.	5	7	5	6
Total	100%	100%	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: Fourth Quarter, 1986 - 148.0 million trips, 278.0 million person-trips;
Fourth Quarter, 1985 - 140.2 million trips, 262.3 million person-trips.

Table 1I: Percent Distribution of TOTAL Trips and Person-trips by Region of Trip Origin, Fourth Quarter, 1986 and 1985

Origin Region	Percent of Trips		Percent of Person-trips	
	1986	1985	1986	1985
New England	4%	4%	5%	5%
Mid-Atlantic	16	12	16	12
South Atlantic	21	21	20	22
East South Central	7	5	6	5
West South Central	11	12	10	12
East North Central	17	15	17	15
West North Central	8	8	8	8
Mountain	6	6	6	5
Pacific	12	17	13	15
Total	100%	100%	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: Fourth Quarter, 1986 - 148.0 million trips, 278.0 million person-trips;
Fourth Quarter, 1985 - 140.2 million trips, 262.3 million person-trips.

Table 1J: Percent Distribution of TOTAL Trips and Person-trips by ADI of Origin and Area of Destination, Fourth Quarter, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin**		
Over 1,000,000	36%	35%
250,000 to 999,999	45	46
50,000 to 249,999	18	18
Less than 50,000	1	1
Total	100%	100%
Area of Destination		
A County	42%	40%
Within Major City	33%	31%
B County	25	27
C County	16	16
D County	13	14
Outside the U.S.	5	5
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

**As defined by Arbitron Ratings Company - see Glossary of Terms

Base: Fourth Quarter, 1986 - 148.0 million trips,
278.0 million person-trips;

Table 2A: Percent Distribution of AIR Trips and Person-trips by Round-trip Distance, Fourth Quarter, 1986

Trip Distance[1]	Percent of Trips	Percent of Person-trips
200-299 miles	3%	3%
300-399 miles	3	3
400-599 miles	11	10
600-999 miles	13	11
1,000-1,999 miles	27	27
2,000 miles or more	33	33
Outside U.S.	10	14
Total	100%	100%
Average distance[1]	1,770 miles	1,840 miles

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1]Round-trip straight-line distance for domestic travel only.

Base: 37.6 million air trips,
61.8 million air person-trips.

Table 2B: Percent Distribution of AIR Trips and Person-trips by Duration of Trip and Type of Lodging, Fourth Quarter, 1986

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	10%	7%
One night	8	6
2 to 3 nights	33	31
4 to 9 nights	36	40
10 nights or more	13	16
Total	100%	100%
Average duration	5.4 nights	6.0 nights
Type of Lodging		
Home of friends/relatives	28%	34%
Hotel/motel/motor hotel	59	57
Rented cabin/condo./ vacation home	2	3
Owned cabin/condo./ vacation home	*	*
Camper/RV/tent	*	*
Other	2	4
No nights	10	7

*Less than 0.5 percent.
Note: Details may not add to totals due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 37.6 million air trips,
61.8 million air person-trips.

Table 2C: Percent Distribution of AIR Trips and Person-trips by Purpose and Type of Trip, Fourth Quarter, 1986

Purpose of Trip	Percent of Trips	Percent of Person-trips
Visit friends/relatives	27%	31%
Other pleasure	27	33
Business/convention	44	35
Other	2	1
Total	100%	100%
Vacation or Other Trip		
Vacation trip	52%	66%
Not a Vacation trip	48	34
Total	100%	100%
Weekend or Other Trip		
Weekend trip	24%	26%
Not a weekend trip	76	74
Total	100%	100%

Note: Details may not add to 100% due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 37.6 million air trips,
61.8 million air person-trips.

Table 2D: Percent Distribution of AIR Trips and Person-trips by Travel Party Size and Structure, Fourth Quarter, 1986

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	70%	51%
Two	18	23
Three	7	13
Four	3	8
Five or more	1	5
Total	100%	100%
Travel Party Structure		
One adult without children	70%	51%
Two or more adults, without children	23	38
One adult with children	3	3
Two or more adults with children	4	8
Total	100%	100%

Note: Details may not add totals due to rounding.
Source: U.S. Travel Data Center

Base: 37.6 million air trips,
61.8 million air person-trips.

Table 2E: Percent Distribution of AIR Trips and Person-trips by Family Income and Age, Fourth Quarter, 1986

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	3%	3%
$10,000-$19,999	10	9
$20,000-$29,999	18	18
$30,000 or more	54	50
Not reported	15	20
Total	100%	100%

Age[1]	Percent of Person-trips
Less than 18 years[2]	6%
18-24 years	13
25-34 years	27
35-44 years	23
45-54 years	12
55-64 years	10
65 years or older	9
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1] This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
[2] Does not include those under 18 traveling alone.

Base: 37.6 million air trips,
61.8 million air person-trips.

Table 2F: Percent Distribution of AIR Trips and Person-trips by Destination Region, Fourth Quarter, 1986

Destination Region	Percent of Trips	Percent of Person-trips
New England	2%	3%
Mid-Atlantic	8	7
South Atlantic	20	21
East South Central	7	6
West South Central	3	2
East North Central	4	3
West North Central	11	9
Mountain	10	11
Pacific	24	25
Outside U.S.	10	14
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 37.6 million air trips,
61.8 million air person-trips.

Table 2G: Percent Distribution of AIR Trips and Person-trips by Region of Trip Origin, Fourth Quarter, 1986

Origin Region	Percent of Trips	Percent of Person-trips
New England	5%	7%
Mid-Atlantic	15	14
South Atlantic	18	17
East South Central	6	6
West South Central	11	12
East North Central	11	11
West North Central	12	11
Mountain	7	8
Pacific	15	14
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 37.6 million air trips,
61.8 million air person-trips.

Table 2H: Percent Distribution of AIR Trips and Person-trips by ADI of Origin and Area of Destination, Fourth Quarter, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin**		
Over 1,000,000	52%	51%
250,000 to 999,999	34	35
50,000 to 249,999	14	14
Less than 50,000	*	*
Total	100%	100%
Area of Destination		
A County	56%	53%
Within Major City	48%	47%
B County	18	16
C County	10	10
D County	5	7
Outside the U.S.	10	14
Total	100%	100%

*Less than 0.5 percent.
Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

**As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 37.6 million air trips,
61.8 million air person-trips;

Table 3A: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Round-trip Distance, Fourth Quarter, 1986

Trip Distance[1]	Percent of Trips	Percent of Person-trips
200-299 miles	29%	28%
300-399 miles	18	15
400-599 miles	20	23
600-999 miles	13	14
1,000-1,999 miles	10	10
2,000 miles or more	8	8
Outside U.S.	2	2
Total	100%	100%
Average distance[1]	720 miles	720 miles

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1]Round-trip straight-line distance for domestic travel only.

Base: 100.3 million auto/truck/RV trips,
202.9 million auto/truck/RV person-trips.

Table 3B: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Duration of Trip and Type of Lodging, Fourth Quarter, 1986

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	9%	8%
One night	16	15
2 to 3 nights	39	39
4 to 9 nights	27	29
10 nights or more	10	10
Total	100%	100%
Average duration	4.3 nights	4.4 nights
Type of Lodging		
Home of friends/relatives	45%	49%
Hotel/motel/motor hotel	40	37
Rented cabin/condo./ vacation home	3	4
Owned cabin/condo./ vacation home	2	2
Camper/RV/tent	4	3
Other	1	1
No nights	9	8

Note: Details may not add to totals due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 100.3 million auto/truck/RV trips,
202.9 million auto/truck/RV person-trips.

Table 3C: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Purpose and Type of Trip, Fourth Quarter, 1986

	Percent of Trips	Percent of Person-trips
Purpose of Trip		
Visit friends/relatives	44%	50%
Other pleasure	26	29
Business/convention	19	11
Other	10	10
Total	100%	100%
Vacation or Other Trip		
Vacation trip	63%	69%
Not a Vacation trip	37	31
Total	100%	100%
Weekend or Other Trip		
Weekend trip	51%	54%
Not a weekend trip	49	46
Total	100%	100%

Note: Details may not add to 100% due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 100.3 million auto/truck/RV trips,
202.9 million auto/truck/RV person-trips.

Table 3D: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Travel Party Size and Structure, Fourth Quarter, 1986

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	45%	25%
Two	32	32
Three	12	17
Four	7	13
Five or more	5	13
Total	100%	100%
Travel Party Structure		
One adult without children	45%	25%
Two or more adults, without children	37	41
One adult with children	4	5
Two or more adults with children	14	29
Total	100%	100%

Note: Details may not add totals due to rounding.
Source: U.S. Travel Data Center

Base: 100.3 million auto/truck/RV trips,
202.9 million auto/truck/RV person-trips.

Table 3E: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Family Income and Age, Fourth Quarter, 1986

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	7%	7%
$10,000-$19,999	19	17
$20,000-$29,999	18	18
$30,000 or more	38	39
Not reported	18	19
Total	100%	100%

Age[1]	Percent of Person-trips
Less than 18 years[2]	14%
18-24 years	11
25-34 years	20
35-44 years	19
45-54 years	11
55-64 years	13
65 years or older	11
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1]This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
[2]Does not include those under 18 traveling alone.

Base: 100.3 million auto/truck/RV trips,
202.9 million auto/truck/RV person-trips.

Table 3F: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Destination Region, Fourth Quarter, 1986

Destination Region	Percent of Trips	Percent of Person-trips
New England	5%	6%
Mid-Atlantic	12	12
South Atlantic	25	24
East South Central	9	8
West South Central	8	8
East North Central	7	7
West North Central	15	14
Mountain	8	9
Pacific	10	11
Outside U.S.	2	2
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 100.3 million auto/truck/RV trips,
202.9 million auto/truck/RV person-trips.

Table 3G: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Region of Trip Origin, Fourth Quarter, 1986

Origin Region	Percent of Trips	Percent of Person-trips
New England	4%	4%
Mid-Atlantic	16	16
South Atlantic	21	21
East South Central	7	6
West South Central	10	10
East North Central	19	19
West North Central	7	7
Mountain	6	6
Pacific	11	12
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 100.3 million auto/truck/RV trips,
202.9 million auto/truck/RV person-trips.

Table 3H: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by ADI of Origin and Area of Destination, Fourth Quarter, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin*		
Over 1,000,000	30%	31%
250,000 to 999,999	49	49
50,000 to 249,999	19	19
Less than 50,000	2	1
Total	100%	100%
Area of Destination		
A County	36%	35%
Within Major City	27%	26%
B County	29	30
C County	18	17
D County	16	16
Outside the U.S.	2	2
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

*As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 100.3 million auto/truck/RV trips,
202.9 million auto/truck/RV person-trips.

Table 4A: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Round-trip Distance, and Mode of Transport, Fourth Quarter, 1986

Trip Distance[1]	Percent of Trips	Percent of Person-trips
200-299 miles	21%	21%
300-399 miles	11	10
400-599 miles	16	15
600-999 miles	16	15
1,000-1,999 miles	15	16
2,000 miles or more	17	18
Outside U.S.	3	5
Total	100%	100%
Average distance[1]	1,110 miles	1,120 miles
Mode of Transportation		
Auto/truck/RV	49%	50%
Airplane	43	42
Bus	2	2
Train	*	*
Other	6	6
Total	100	100

*Less than 0.5 percent.
Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1]Round-trip straight-line distance for domestic travel only.

Base: 39.9 million business/convention trips,
52.8 million business/convention person-trips.

Table 4B: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Duration of Trip and Type of Lodging, Fourth Quarter, 1986

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	11%	10%
One night	15	13
2 to 3 nights	42	41
4 to 9 nights	27	31
10 nights or more	5	5
Total	100%	100%
Average duration	3.7 nights	3.9 nights
Type of Lodging		
Home of friends/relatives	12%	15%
Hotel/motel/motor hotel	72	70
Rented cabin/condo./ vacation home	1	1
Owned cabin/condo./ vacation home	1	1
Camper/RV/tent	1	1
Other	2	4
No nights	11	10

Note: Details may not add to totals due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 39.9 million business/convention trips,
52.8 million business/convention person-trips.

Table 4C: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Type of Trip, Fourth Quarter, 1986

	Percent of Trips	Percent of Person-trips
Vacation or Other Trip		
Vacation trip	15%	22%
Not a Vacation trip	85	78
Total	100%	100%
Weekend or Other Trip		
Weekend trip	28%	32%
Not a weekend trip	72	68
Total	100%	100%

Note: Details may not add to 100% due to rounding.
Source: U.S. Travel Data Center

Base: 39.9 million business/convention trips,
52.8 million business/convention person-trips.

Table 4D: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Travel Party Size and Structure, Fourth Quarter, 1986

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	79%	63%
Two	17	26
Three	2	4
Four	1	4
Five or more	*	3
Total	100%	100%
Travel Party Structure		
One adult without children	79%	63%
Two or more adults, without children	17	28
One adult with children	2	4
Two or more adults with children	1	4
Total	100%	100%

*Less than 0.5 percent.
Note: Details may not add totals due to rounding.
Source: U.S. Travel Data Center

Base: 39.9 million business/convention trips,
52.8 million business/convention person-trips.

Table 4E: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Family Income and Age, Fourth Quarter, 1986

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	3%	4%
$10,000-$19,999	8	9
$20,000-$29,999	16	17
$30,000 or more	59	54
Not reported	14	16
Total	100%	100%

Age [1]	Percent of Person-trips
Less than 18 years[2]	4%
18-24 years	10
25-34 years	28
35-44 years	28
45-54 years	16
55-64 years	10
65 years or older	4
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1]This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
[2]Does not include those under 18 traveling alone.

Base: 39.9 million business/convention trips,
52.8 million business/convention person-trips.

Table 4F: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Destination Region, Fourth Quarter, 1986

Destination Region	Percent of Trips	Percent of Person-trips
New England	4%	3%
Mid-Atlantic	10	9
South Atlantic	29	30
East South Central	10	10
West South Central	3	2
East North Central	6	6
West North Central	11	10
Mountain	9	10
Pacific	16	15
Outside U.S.	3	5
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 39.9 million business/convention trips,
52.8 million business/convention person-trips.

Table 4G: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Region of Trip Origin, Fourth Quarter, 1986

Origin Region	Percent of Trips	Percent of Person-trips
New England	3%	4%
Mid-Atlantic	12	12
South Atlantic	24	23
East South Central	10	12
West South Central	11	14
East North Central	11	9
West North Central	9	8
Mountain	7	6
Pacific	12	11
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 39.9 million business/convention trips,
52.8 million business/convention person-trips.

Table 4H: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by ADI of Origin and Area of Destination, Fourth Quarter, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin**		
Over 1,000,000	36%	35%
250,000 to 999,999	44	46
50,000 to 249,999	20	19
Less than 50,000	*	*
Total	100%	100%
Area of Destination		
A County	51%	51%
Within Major City	42%	42%
B County	26	27
C County	11	11
D County	9	8
Outside the U.S.	3	5
Total	100%	100%

*Less than 0.5 percent.
Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

**As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 39.9 million business/convention trips,
52.8 million business/convention person-trips.

Table 5A: Percent Distribution of PLEASURE Trips and Person-trips by Round-trip Distance, and Mode of Transport, Fourth Quarter, 1986

Trip Distance[1]	Percent of Trips	Percent of Person-trips
200-299 miles	18%	20%
300-399 miles	12	11
400-599 miles	17	20
600-999 miles	11	13
1,000-1,999 miles	16	14
2,000 miles or more	17	15
Outside U.S.	8	6
Total	100%	100%
Average distance[1]	990 miles	970 miles
Mode of Transportation		
Auto/truck/RV	72%	75%
Airplane	22	21
Bus	3	1
Train	1	1
Other	2	2
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1]Round-trip straight-line distance for domestic travel only.

Base: 101.6 million pleasure trips,
213.0 million pleasure person-trips.

Table 5B: Percent Distribution of PLEASURE Trips and Person-trips by Duration of Trip and Type of Lodging, Fourth Quarter, 1986

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	6%	5%
One night	12	12
2 to 3 nights	36	37
4 to 9 nights	33	34
10 nights or more	13	12
Total	100%	100%
Average duration	5.0 nights	5.1 nights
Type of Lodging		
Home of friends/relatives	51%	53%
Hotel/motel/motor hotel	37	36
Rented cabin/condo./ vacation home	3	4
Owned cabin/condo./ vacation home	1	2
Camper/RV/tent	3	1
Other	2	2
No nights	6	5

Note: Details may not add to totals due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 101.6 million pleasure trips,
213.0 million pleasure person-trips.

Table 5C: Percent Distribution of PLEASURE Trips and Person-trips by Type of Trip, Fourth Quarter, 1986

	Percent of Trips	Percent of Person-trips
Vacation or Other Trip		
Vacation trip	78%	81%
Not a Vacation trip	22	19
Total	100%	100%
Weekend or Other Trip		
Weekend trip	50%	52%
Not a weekend trip	50	48
Total	100%	100%

Note: Details may not add to 100% due to rounding.
Source: U.S. Travel Data Center

Base: 101.6 million pleasure trips,
213.0 million pleasure person-trips.

Table 5D: Percent Distribution of PLEASURE Trips and Person-trips by Travel Party Size and Structure, Fourth Quarter, 1986

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	46%	27%
Two	30	29
Three	12	18
Four	6	12
Five or more	5	14
Total	100%	100%
Travel Party Structure		
One adult without children	46%	27%
Two or more adults, without children	35	39
One adult with children	5	5
Two or more adults with children	14	28
Total	100%	100%

Note: Details may not add totals due to rounding.
Source: U.S. Travel Data Center

Base: 101.6 million pleasure trips,
213.0 million pleasure person-trips.

Table 5E: Percent Distribution of PLEASURE Trips and Person-trips by Family Income and Age, Fourth Quarter, 1986

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	8%	7%
$10,000-$19,999	19	17
$20,000-$29,999	19	18
$30,000 or more	37	39
Not reported	17	19
Total	100%	100%

Age[1]	Percent of Person-trips
Less than 18 years[2]	14%
18-24 years	14
25-34 years	21
35-44 years	19
45-54 years	10
55-64 years	11
65 years or older	12
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1]This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
[2]Does not include those under 18 traveling alone.

Base: 101.6 million pleasure trips,
213.0 million pleasure person-trips.

Table 5F: Percent Distribution of PLEASURE Trips and Person-trips by Destination Region, Fourth Quarter, 1986

Destination Region	Percent of Trips	Percent of Person-trips
New England	4%	5%
Mid-Atlantic	11	10
South Atlantic	23	24
East South Central	6	6
West South Central	7	7
East North Central	7	6
West North Central	14	12
Mountain	8	9
Pacific	13	14
Outside U.S.	8	6
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 101.6 million pleasure trips,
213.0 million pleasure person-trips.

Table 5G: Percent Distribution of PLEASURE Trips and Person-trips by Region of Trip Origin, Fourth Quarter, 1986

Origin Region	Percent of Trips	Percent of Person-trips
New England	5%	5%
Mid-Atlantic	16	16
South Atlantic	21	21
East South Central	5	5
West South Central	10	10
East North Central	18	16
West North Central	6	8
Mountain	6	7
Pacific	12	12
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 101.6 million pleasure trips,
213.0 million pleasure person-trips.

Table 5H: Percent Distribution of PLEASURE Trips and Person-trips by ADI of Origin and Area of Destination, Fourth Quarter, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin*		
Over 1,000,000	38%	36%
250,000 to 999,999	44	46
50,000 to 249,999	16	17
Less than 50,000	2	1
Total	100%	100%
Area of Destination		
A County	38%	38%
Within Major City	29%	29%
B County	23	26
C County	16	16
D County	13	15
Outside the U.S.	8	6
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

*As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 101.6 million pleasure trips,
213.0 million pleasure person-trips.

Table 6A: Percent Distribution of VACATION Trips and Person-trips by Round-trip Distance and Mode of Transport, Fourth Quarter, 1986

Trip Distance[1]	Percent of Trips	Percent of Person-trips
200-299 miles	21%	21%
300-399 miles	13	11
400-599 miles	15	15
600-999 miles	14	15
1,000-1,999 miles	16	16
2,000 miles or more	15	15
Outside U.S.	7	6
Total	100%	100%
Average distance[1]	1,060 miles	1,060 miles
Mode of Transportation		
Auto/truck/RV	71%	74%
Airplane	22	22
Bus	3	2
Train	1	1
Other	2	1
Total	100	100

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1]Round-trip straight-line distance for domestic travel only.

Base: 88.9 million vacation trips,
189.0 million vacation person-trips.

Table 6B: Percent Distribution of VACATION Trips and Person-trips by Duration of Trip and Type of Lodging, Fourth Quarter, 1986

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	7%	5%
One night	10	10
2 to 3 nights	33	33
4 to 9 nights	36	37
10 nights or more	14	14
Total	100%	100%
Average duration	5.3 nights	5.4 nights
Type of Lodging		
Home of friends/relatives	49%	50%
Hotel/motel/motor hotel	38	38
Rented cabin/condo./ vacation home	4	5
Owned cabin/condo./ vacation home	2	2
Camper/RV/tent	3	3
Other	2	2
No nights	7	5

Note: Details may not add to totals due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 88.9 million vacation trips,
189.0 million vacation person-trips.

Table 6C: Percent Distribution of VACATION Trips and Person-trips by Purpose and Type of Trip, Fourth Quarter, 1986

Purpose of Trip	Percent of Trips	Percent of Person-trips
Visit friends/relatives	50%	50%
Other pleasure	36	38
Business/convention	6	6
Other	8	7
Total	100%	100%
Weekend or Other Trip		
Weekend trip	50%	51%
Not a weekend trip	50	49
Total	100%	100%

Note: Details may not add to 100% due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 88.9 million vacation trips,
189.0 million vacation person-trips.

Table 6D: Percent Distribution of VACATION Trips and Person-trips by Travel Party Size and Structure, Fourth Quarter, 1986

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	43%	26%
Two	32	30
Three	13	18
Four	7	13
Five or more	4	12
Total	100%	100%
Travel Party Structure		
One adult without children	43%	26%
Two or more adults, without children	37	41
One adult with children	5	6
Two or more adults with children	14	27
Total	100%	100%

Note: Details may not add totals due to rounding.
Source: U.S. Travel Data Center

Base: 88.9 million vacation trips,
189.0 million vacation person-trips.

Table 6E: Percent Distribution of VACATION Trips and Person-trips by Family Income and Age, Fourth Quarter, 1986

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	7%	5%
$10,000-$19,999	18	16
$20,000-$29,999	21	20
$30,000 or more	36	40
Not reported	18	19
Total	100%	100%

Age[1]	Percent of Person-trips
Less than 18 years[2]	14%
18-24 years	14
25-34 years	21
35-44 years	17
45-54 years	10
55-64 years	13
65 years or older	11
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1]This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
[2]Does not include those under 18 traveling alone.

Base: 88.9 million vacation trips,
189.0 million vacation person-trips.

Table 6F: Percent Distribution of VACATION Trips and Person-trips by Destination Region, Fourth Quarter, 1986

Destination Region	Percent of Trips	Percent of Person-trips
New England	5%	6%
Mid-Atlantic	11	11
South Atlantic	24	24
East South Central	7	6
West South Central	5	5
East North Central	6	6
West North Central	13	12
Mountain	9	10
Pacific	13	14
Outside U.S.	7	6
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 88.9 million vacation trips,
189.0 million vacation person-trips.

Table 6G: Percent Distribution of VACATION Trips and Person-trips by Region of Trip Origin, Fourth Quarter, 1986

Origin Region	Percent of Trips	Percent of Person-trips
New England	5%	6%
Mid-Atlantic	18	17
South Atlantic	17	18
East South Central	7	6
West South Central	11	10
East North Central	19	18
West North Central	6	7
Mountain	6	6
Pacific	12	12
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 88.9 million vacation trips,
189.0 million vacation person-trips.

Table 6H: Percent Distribution of VACATION Trips and Person-trips by ADI of Origin and Area of Destination, Fourth Quarter, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin*		
Over 1,000,000	37%	35%
250,000 to 999,999	44	46
50,000 to 249,999	17	18
Less than 50,000	2	1
Total	100%	100%
Area of Destination		
A County	37%	36%
Within Major City	28%	28%
B County	25	26
C County	17	16
D County	14	15
Outside the U.S.	7	6
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

*As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 88.9 million vacation trips,
189.0 million vacation person-trips.

Table 7A: Percent Distribution of WEEKEND Trips and Person-trips by Round-trip Distance and Mode of Transport, Fourth Quarter, 1986

Trip Distance [1]	Percent of Trips	Percent of Person-trips
200-299 miles	30%	30%
300-399 miles	16	14
400-599 miles	18	22
600-999 miles	14	15
1,000-1,999 miles	10	10
2,000 miles or more	9	7
Outside U.S.	3	2
Total	100%	100%
Average distance [1]	760 miles	730 miles
Mode of Transportation		
Auto/truck/RV	82%	83%
Airplane	14	12
Bus	3	2
Train	*	*
Other	2	2
Total	100	100

*Less than 0.5 percent.
Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1] Round-trip straight-line distance for domestic travel only.

Base: 63.6 million weekend trips,
131.8 million weekend person-trips.

Table 7B: Percent Distribution of WEEKEND Trips and Person-trips by Duration of Trip and Type of Lodging, Fourth Quarter, 1986

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	0%	0%
One night	17	15
2 to 3 nights	56	58
4 to 9 nights	27	27
10 nights or more	0	0
Total	100%	100%
Average duration	2.7 nights	2.7 nights
Type of Lodging		
Home of friends/relatives	50%	55%
Hotel/motel/motor hotel	41	37
Rented cabin/condo./ weekend home	2	2
Owned cabin/condo./ weekend home	2	2
Camper/RV/tent	4	3
Other	2	2
No nights	0	0

Note: Details may not add to totals due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 63.6 million weekend trips,
131.8 million weekend person-trips.

Table 7C: Percent Distribution of WEEKEND Trips and Person-trips by Purpose and Type of Trip, Fourth Quarter, 1986

Purpose of Trip	Percent of Trips	Percent of Person-trips
Visit friends/relatives	47%	52%
Other pleasure	30	29
Business/convention	17	12
Other	7	7
Total	100%	100%
Vacation or Other Trip		
Vacation trip	70%	73%
Not a vacation trip	30	27
Total	100%	100%

Note: Details may not add to 100% due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 63.6 million weekend trips,
131.8 million weekend person-trips.

Table 7D: Percent Distribution of WEEKEND Trips and Person-trips by Travel Party Size and Structure, Fourth Quarter, 1986

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	45%	26%
Two	31	30
Three	13	19
Four	6	12
Five or more	5	13
Total	100%	100%
Travel Party Structure		
One adult without children	45%	26%
Two or more adults, without children	33	36
One adult with children	6	8
Two or more adults with children	15	30
Total	100%	100%

Note: Details may not add totals due to rounding.
Source: U.S. Travel Data Center

Base: 63.6 million weekend trips,
131.8 million weekend person-trips.

Table 7E: Percent Distribution of WEEKEND Trips and Person-trips by Family Income and Age, Fourth Quarter, 1986

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	8%	9%
$10,000-$19,999	17	14
$20,000-$29,999	18	17
$30,000 or more	40	41
Not reported	17	19
Total	100%	100%

Age[1]	Percent of Person-trips
Less than 18 years[2]	16%
18-24 years	14
25-34 years	25
35-44 years	21
45-54 years	10
55-64 years	8
65 years or older	7
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1]This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
[2]Does not include those under 18 traveling alone.

Base: 63.6 million weekend trips,
131.8 million weekend person-trips.

Table 7F: Percent Distribution of WEEKEND Trips and Person-trips by Destination Region, Fourth Quarter, 1986

Destination Region	Percent of Trips	Percent of Person-trips
New England	4%	5%
Mid-Atlantic	10	10
South Atlantic	23	23
East South Central	9	9
West South Central	8	8
East North Central	9	8
West North Central	13	14
Mountain	9	9
Pacific	12	12
Outside U.S.	3	2
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 63.6 million weekend trips,
131.8 million weekend person-trips.

Table 7G: Percent Distribution of WEEKEND Trips and Person-trips by Region of Trip Origin, Fourth Quarter, 1986

Origin Region	Percent of Trips	Percent of Person-trips
New England	3%	3%
Mid-Atlantic	13	13
South Atlantic	20	22
East South Central	8	7
West South Central	13	12
East North Central	18	19
West North Central	6	6
Mountain	7	7
Pacific	11	12
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 63.6 million weekend trips,
131.8 million weekend person-trips.

Table 7H: Percent Distribution of WEEKEND Trips and Person-trips by ADI of Origin and Area of Destination, Fourth Quarter, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin*		
Over 1,000,000	33%	31%
250,000 to 999,999	48	49
50,000 to 249,999	17	18
Less than 50,000	2	2
Total	100%	100%
Area of Destination		
A County	39%	37%
Within Major City	32%	32%
B County	26	29
C County	15	15
D County	17	16
Outside the U.S.	3	2
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

*As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 63.6 million weekend trips,
131.8 million weekend person-trips.

Table 8A: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by Round-trip Distance, Fourth, Quarter, 1986

Trip Distance[1]	Percent of Trips	Percent of Person-trips
200-299 miles	16%	15%
300-399 miles	12	10
400-599 miles	17	18
600-999 miles	16	15
1,000-1,999 miles	17	16
2,000 miles or more	17	18
Outside U.S.	7	8
Total	100%	100%
Average distance[1]	1,230 miles	1,250 miles
Mode of Transportation		
Auto/truck/RV	60%	65%
Airplane	33	30
Bus	2	2
Train	1	*
Other	4	3
Total	100%	100%

* Less than 0.5 percent.
Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1]Round-trip straight-line distance for domestic travel only.

Base: 66.5 million hotel/motel trips,
115.0 million hotel/motel person-trips.

Table 8B: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by Duration of Trip, Fourth Quarter, 1986

Trip Duration	Percent of Trips	Percent of Person-trips
No nights	0%	0%
One night	15	13
2 to 3 nights	41	40
4 to 9 nights	31	33
10 nights or more	13	14
Total	100%	100%
Average duration	4.6 nights	5.0 nights

Note: Details may not add to totals due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 66.5 million hotel/motel trips,
115.0 million hotel/motel person-trips.

Table 8C: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by Purpose and Type of Trip, Fourth Quarter, 1986

Purpose of Trip	Percent of Trips	Percent of Person-trips
Visit friends/relatives	22%	24%
Other pleasure	32	39
Business/convention	43	32
Other	4	5
Total	100%	100%
Vacation or Other Trip		
Vacation trip	51%	63%
Not a Vacation trip	49	37
Total	100%	100%
Weekend or Other Trip		
Weekend trip	39%	42%
Not a weekend trip	61	58
Total	100%	100%

Note: Details may not add to 100% due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 66.5 million hotel/motel trips,
115.0 million hotel/motel person-trips.

Table 8D: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by Travel Party Size and Structure, Fourth Quarter, 1986

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	58%	38%
Two	27	31
Three	8	14
Four	4	10
Five or more	2	6
Total	100%	100%
Travel Party Structure		
One adult without children	58%	38%
Two or more adults, without children	30	40
One adult with children	3	4
Two or more adults with children	8	18
Total	100%	100%

Note: Details may not add totals due to rounding.
Source: U.S. Travel Data Center

Base: 66.5 million hotel/motel trips,
115.0 million hotel/motel person-trips.

Table 8E: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by Family Income and Age, Fourth Quarter, 1986

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	4%	4%
$10,000-$19,999	12	13
$20,000-$29,999	19	20
$30,000 or more	48	47
Not reported	16	17
Total	100%	100%

Age[1]	Percent of Person-trips
Less than 18 years[2]	9%
18-24 years	11
25-34 years	23
35-44 years	23
45-54 years	12
55-64 years	11
65 years or older	10
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

[1]This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
[2]Does not include those under 18 traveling alone.

Base: 66.5 million hotel/motel trips,
115.0 million hotel/motel person-trips.

Table 8F: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by Destination Region, Fourth Quarter, 1986

Destination Region	Percent of Trips	Percent of Person-trips
New England	4%	3%
Mid-Atlantic	11	10
South Atlantic	25	25
East South Central	6	5
West South Central	5	5
East North Central	7	9
West North Central	11	11
Mountain	9	10
Pacific	15	15
Outside U.S.	7	8
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 66.5 million hotel/motel trips,
115.0 million hotel/motel person-trips.

Table 8G: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by Region of Trip Origin, Fourth Quarter, 1986

Origin Region	Percent of Trips	Percent of Person-trips
New England	4%	4%
Mid-Atlantic	16	15
South Atlantic	20	21
East South Central	8	7
West South Central	10	10
East North Central	18	19
West North Central	6	6
Mountain	6	6
Pacific	13	13
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 66.5 million hotel/motel trips,
115.0 million hotel/motel person-trips.

Table 8H: Percent Distribution of HOTEL/MOTEL Trips and Person-trips by ADI of Origin and Area of Destination, Fourth Quarter, 1986

	Percent of Trips	Percent of Person-trips
ADI of Origin**		
Over 1,000,000	40%	38%
250,000 to 999,999	42	44
50,000 to 249,999	18	18
Less than 50,000	*	*
Total	100%	100%
Area of Destination		
A County	48%	46%
Within Major City	40%	40%
B County	24	24
C County	14	14
D County	8	8
Outside the U.S.	7	8
Total	100%	100%

*Less than 0.5 percent.
Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

**As defined by Arbitron Ratings Company - see Glossary of Terms

Base: 66.5 million hotel/motel trips,
115.0 million hotel/motel person-trips.

Table 9A: Monthly Average Number of U.S. Adults taking Trips by Major Trip Characteristics, First Through Fourth Quarters, 1986.

Trip Characteristics	U.S. Adults (millions) First Quarter	Second Quarter	Third Quarter	Fourth Quarter	Year-to-Date
Total Population	175.3	175.8	176.2	176.7	176.0
Took one or more trips	26.0	46.6	57.0	43.0	43.2
Purpose of trip					
Visit friends/relatives	10.6	16.0	17.9	19.9	16.1
Other pleasure	7.5	18.1	19.8	12.2	14.4
Business/convention	7.0	6.6	9.5	10.2	8.3
Mode of transport					
Auto/truck/RV	16.8	32.6	39.4	32.1	30.2
Air	7.7	8.6	10.6	10.0	9.2
Vacation trip	14.3	28.7	32.2	25.5	25.2
Weekend trip	11.7	18.5	20.9	19.0	17.5
Type of lodging					
Hotel/Motel	10.4	21.4	22.6	18.9	18.3

Source: U.S. Travel Data Center

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Table 9B: Number of Trips and Person-trips by Major Trip Characteristics, First Through Fourth Quarters, 1986

	Trips (millions)					Person-trips (millions)				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year-to-Date	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year-to-Date
Trip Characteristics										
All trips	104.7	155.9	183.7	148.0	592.3	183.2	283.9	376.4	278.0	1,121.5
Purpose of trip										
Visit friends/ relatives	43.6	50.0	60.3	61.0	214.9	84.5	97.5	133.2	127.3	442.5
Other pleasure	27.6	64.4	67.4	40.6	200.3	50.4	123.4	159.4	85.7	418.9
Business/convention	27.8	33.9	38.4	39.9	140.0	35.0	47.2	54.0	52.8	189.0
Mode of transport										
Auto/truck/RV	71.2	109.5	124.6	100.3	405.6	130.7	212.2	286.3	202.9	832.1
Air	28.2	37.8	39.8	37.6	143.4	43.7	58.5	67.0	61.8	231.0
Vacation trip	55.7	95.5	114.2	88.9	354.3	108.5	187.7	267.2	189.0	752.4
Weekend trip	46.7	63.0	78.7	63.6	252.0	83.9	125.0	172.8	131.8	513.5
Type of lodging										
Hotel/Motel	39.7	71.7	86.7	66.5	264.6	64.6	128.6	174.8	115.0	483.0

Source: U.S. Travel Data Center

APPENDIX B
NATIONAL TRAVEL SURVEY METHODOLOGY

The National Travel Survey is based upon data collected each month by telephone interview from a national probability sample of 1,500 adults (age 18+) representing the total adult, civilian, non-institutional population of the contiguous United States.

The sample design is a two-stage, stratified, internally replicated national probability sample. The first stage of stratification is the nine census regions in the contiguous United States, omitting Hawaii and Alaska. The second stage is Areas of Dominant Influence (ADIs) within each of the census regions.

Each month, a new sample is drawn. However, because the primary and secondary sampling units are the same in each month, the successive samples are "matched", thus improving the trendability of the data.

To construct the sample, the entire country is divided into the nine regions defined by the U. S. Bureau of Census except that Hawaii and Alaska are deleted from the Pacific region. Within each region, the Areas of Dominant Influence (ADIs), as defined by Arbitron, are arrayed in terms of population. These ADIs form the primary sampling units of the sample.

Within each ADI, counties are arrayed by population, and within each county, minor civil divisions (MCDs) are arrayed in terms of population. From this listing for each region, systematic random sampling is used to select a sample of MCDs.

A total of 500 sampling units is chosen overall. This actually consists of eight separate matched samples, each consisting of 62 or 63 sampling units. Each of these eight matched samples is itself a national probabilty sample. The use of eight matched samples or internal replicates allows us to obtain data-based estimates of sampling error utilizing the well-known procedures developed by Professor John Tukey.

For each of the 500 minor civil divisions (MCDs) selected, the actual sampling point is defined as the largest telephone book containing the minor civil division. Since each minor civil division in the United States has a chance of selection proportional to its population, and since each minor civil division is associated with one and only one telephone book, each telephone book has a probability of selection proportional to the number of people living in the area and not to the number of telephones whether listed or unlisted.

An equal number of telephone numbers is selected from each telephone book in such a way that every number listed in the book has an equal chance of being selected. These numbers form a base for the sample, but since they are all listed numbers, they are not used for actual calling. Rather, a random digit is systematically added to the listed numbers selected so as to give a random sample of both listed and nonlisted numbers. This takes advantage of the fact that unlisted numbers are randomly distributed over all telephone numbers.

The procedure gives every telephone household a known (and approximately equal) chance of selection into the sample. To extend the sampling procedure to individuals, a systematic random respondent selection procedure is required. In this sample, potentially heavier travelers within households are over-sampled.

In projecting results, an unequal probability of selection of individuals is corrected by weighting all respondents where the weight given each individual is inversely proportional to the probability of selection of the individual. Such weighting is used to correct for the limitation of one respondent per household in order to give a more accurate count of all trips taken and to correct for unequal probabilities of selection within the household. Weighting is also done when necessary by demographic factors to compensate for any random variation in response.

A national probability sample of at least 1,500 U.S. adults (age 18+) is contacted by telephone each month. Each respondent is asked about all trips of 75 miles or more, one-way, he or she took during the month immediately preceding the interview. Those trips subsequently calculated to be less than 100 miles in one-way, straight-line distance are excluded from the estimates of trips. Starting in 1986, data are also now being collected on trips of less than 100 miles which included one night or more spent in paid accommodations. Demographic information is also collected from all 1,500 respondents.

In addition, all travelers are asked to answer questions concerning vacation travel intentions. These questions are also asked of a random sample of the non-travelers sufficient to bring the total number of respondents answering these questions up to a minimum of 1,000.

APPENDIX C
GLOSSARY OF TERMS

ADI (Area of Dominant Influence) of Origin. The geographic area of origin of the respondent is defined as the ADI (Area of Dominant Influence) in which the respondent resides. An ADI is defined by the Arbitron Ratings Company as including all counties in which the television stations from a given city are watched more than television stations from any other city. Therefore, an ADI includes not only the metropolitan statistical area (MSA), but also all the surrounding towns and counties which receive the major share of their television exposure from that point.

In this report, following Arbitron's standards, the ADIs of origin are classified according to four population categories: Over one million (large); 250,000 to 999,999 (medium); 50,000 to 249,999 (small); and under 50,000 (also small).

Air Trip. Any trip where the one type of transportation used to cover most of the miles on that trip was given as "airplane."

Area of Destination. Following Arbitron's standards, four county types are identified: "A" Counties are those counties located in the 25 most populated metropolitan statistical areas (MSAs) in the U.S.; "B" Counties have populations of or are located within MSAs of over 150,000 (but are not"A" counties); "C" Counties have populations of or are located within MSAs of 35,000 to 150,000 (but are not "A" or "B" counties); "D" Counties describe all others. Also, those who visited the actual city within the top 25 MSAs are shown as a component of the "A" County category.

Auto/Truck/RV Trip. Any trip where the one type of transportation used to cover most of the miles on that trip was given as "auto or truck without camping equipment," "auto or truck with camper trailer or camping equipment," or "self-contained recreational vehicle (live-in camper)."

Business/Convention Trip. Any trip where the purpose of the trip was given as "business" or "convention, seminar, meeting."

Census Region of Origin /Destination. Data from the National Travel Survey are tabulated by the following regions, as defined by the U.S. Bureau of the Census: New England, Mid-Atlantic, East North Central, West North Central, South Atlantic, East South Central, Mountain, and Pacific. In addition, travel outside the U.S. is broken down by Canada, Mexico and Overseas.

Destination. The place given by the respondent as the destination of the trip in answer to the question, "Thinking of this trip what is the name of the destination or farthest place you reached on that trip?

Distance. See "Trip Distance."

Duration. See "Trip Duration."

East North Central. The geographic area of the U.S. comprising the states of Illinois, Indiana, Michigan, Ohio, and Wisconsin.

East South Central. The geographic area of the U.S. comprising the states of Alabama, Kentucky, Mississippi, and Tennessee.

Family. A "family" includes the household head and all relatives who are currently members of the household.

Family Income. The total combined income of the respondent's family.

Geographic Residence/Destination. Information on the geographic area of residence of the respondent and the trip destination is classified according ADI's as defined by the Arbitron Ratings Company. See "ADI of Origin" and "Area of Destination".

Household. A "household" comprises all persons who occupy a "housing unit," that is, a house, an apartment, or other group of rooms, or a room that constitutes separate living quarters.

Inside U.S. In this report, this term refers to all travel within the United States, including Alaska and Hawaii.

Lodging. Information was gathered on seven lodging categories: (1) homes of friends and relatives, (2) hotels, motels, motor hotels and tourist courts, (3) rented cabins, condominiums and vacation homes, (4) owned cabins, condominiums and vacation homes, (5) campers, trailers, recreational vehicles, and tents, (6) enrounte, for example, nights spent in a common carrier, and (7) other.

MSA. See "Metropolitan Statistical Area."

Metropolitan Statistical Area. A Metropolitan Statisical Area (MSA) is an integrated economic and social unit with a large population nucleus. Each MSA consists of one or more counties meeting standards of population and metropolitan character, except New England where towns and cities rather than counties are the basic geographic units.

Mid-Atlantic. The geographic area of the U.S. comprising the states of New Jersey, New York, and Pennsylvania.

Mode of Transport. Each trip is classified by the respondent according to the primary mode of transportation in answer to the question, "What was the one type of transportation used to cover most of the miles on this trip?" The survey gathers data by eight classifications: (1) Auto or truck without camping equipment, (2) auto or truck with camper trailer or camping

equipment, (3) self-contained recreational vehicle (live-in trailer), (4) airplane, (5) bus, (6) train, (7) ship or boat, and (8) other.

Mountain. The geographic area of the U.S. comprising the states of Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming.

New England. The geographic area of the U.S. comprising the states of Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont.

Outside the U.S. The geographic area comprising all foreign destinations, excluding the contiguous U.S., Alaska, and Hawaii.

Pacific. Alaska, California, Hawaii, Oregon, and Washington.

Person-Trip. This is a person on a trip. If one person reported three different trips, his/her travel is counted as three trips and three person-trips. If three persons from a household go together on one trip, their travel is counted as one trip and three person-trips.

Pleasure Trip. As used in the table columns, any trip where the purpose of the trip was given as "outdoor recreation (hunting, fishing, boating, camping)" or "entertainment (sightseeing, theater, sports)."

Purpose of Trip. The respondent was asked to identify for each trip reported the "main reason for this trip." Responses were classified as follows: (1) visit friends and relatives, (2) Convention, seminar, meeting, (3) business, (4) outdoor recreation (hunting, fishing, boating, camping), (5) entertainment (sightseeing, theater, sports), (6) personal, family (medical, funeral, wedding), and (7) other.

The main purpose for the trip was ascribed to each person on the trip. If a trip was taken by the respondent and two other people traveling with him/her to visit friends and realtives, three person-trips were counted for this purpose. Similarly, if the trip had been primarily for business, three person-trips were counted for business.

In this report, travel for "convention, seminar, meeting," and "business" has been combined, and travel for "outdoor recreation," and "entertainment" has been combined into a "pleasure" category, in the table columns.

Respondent. This is the person completing the telephone interview.

South Atlantic. The geographic area of the U.S. comprising the states of Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, and West Virginia.

Straight-Line Miles. This is a "great circle" distance approximation using arithmentically derived coordinates (based upon longitude and latitude) and the Pythagorean Theorom. Straight-line miles are calculated by computer program and adjusted to trip distance for presentation in this report. See "Trip Distance."

Travel Party Size. The travel party for each trip is categorized into one of several groups depending upon the number of household members who went on that trip.

Travel Party Structure. The travel party for each trip is categorized depending upon the age and number of family members on that trip.

Trip. A trip is defined as each time a person goes to a place at least 100 miles away from home and returns. The following types of trips were specifically excluded: (1) travel as part of an operation crew on a train, airplane, truck, bus or ship, (2) commuting to a place of work, and (3) student trips to or from school.

In this survey, respondents are asked to report all trips of 75 miles or more, one-way, taken during the month immediately preceding the interview. Those trips subsequently calculated to be less than 100 miles in one-way, straight-line distance are excluded from the estimates of trips. This is done in an effort to minimize failure to report trips of 100 miles or more due to respondents error in recall.

Trip Distance. Trip distance is reported in terms of round-trip miles in this report. Round-trip miles are twice the calculated one-way, straight-line miles from origin to destination. These are calculated for domestic trips only. See "Straight-line Miles."

Trip Duration. This is the number of nights spent away from home on one trip. This includes nights spent at the destination and enroute. It is possible for a trip not to involve an overnight away from home if the traveler took a trip of 100 miles or more and returned home the same day.

Vacation Trip. Vacation was considered to be an occasion when trips are taken, but was not listed as a purpose or reason for travel. The respondent was asked for each trip reported, "Was this a vacation trip?"

Visit Friends/Relatives Trip. Any trip where the purpose of the trip was to "visit friends and/or relatives."

Weekend Trip. Each trip was classified as to whether it was a weekend trip by asking the respondents, "Was this a weekend or long weekend trip?" for each trip reported.

West North Central. The geographic area of the U.S. comprising the states of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, and South Dakota.

West South Central. The geographic area of the U.S. comprising the states of Arkansas, Louisiana, Oklahoma, and Texas.

APPENDIX D
SAMPLE CHARACTERISTICS
FOURTH QUARTER, 1986

Number of telephone numbers selected	22,500
Number of interviews completed	4,575
Number of respondents reporting one or more qualifying trips	1,473
Total number of qualifying trips	2,050

APPENDIX E
SAMPLING ERROR, FOURTH QUARTER 1986

There are a variey of statistical reasons why theoretical estimates can give only a rough indication of sampling error for key projections of this survey (e.g., trips). These include weighting, clustering, and response rates. For these reasons, the sample was designed to utilize the method of internal replication to obtain a more accurate measure of actual sampling error. In this method, the total sample is constructed or built up from a series of matched samples of small size. Each of these smaller samples is itself a national probability sample drawn as described in Appendix A. Each sample can thus be viewed as a sample of the universe of all households in the United States. The variation between samples can be used to give an indication of the sampling error.

For this study, a total of seven matched samples was utilized. Each of these consisted of fifty primary sampling units. Each of these samples was drawn so as to give the proper proportion of respondents in each travel region and in metropolitan and non-metropolitan areas. The tables below indicates the confidence intervals at the 95% confidence level based on this internal replication approach. The basic estimates of sampling error were supplied by Dr. Michael Rappeport of RL Associates, Princeton, New Jersey, and suggest the confidence intervals for the trip estimates contained in this report.

TRIP OR TRAVELER CHARACTERISTICS	PERCENT OF TRIPS	95% CONFIDENCE INTERVAL
DESTINATION REGION		
New England	4%	±1%**
Mid-Atlantic	11	±1*
South Atlantic	24	±1
East South Central	8	±1*
West South Central	6	±1*
East North Central	6	±1*
West North Central	14	±1*
Mountain	8	±1*
Pacific	13	±1*
Outside U.S.	5	±1*

*Due to the small estimated percentage of trips for this category, the relative error is high. This estimate, therefore, should be used with care.

**Due to the very small estimated percentage of trips for this category, the relative error is very high. This estimate, therefore, should be used with extreme care.

TRIP OR TRAVELER CHARACTERISTICS -(Continued)	PERCENT OF TRIPS	95% CONFIDENCE INTERVAL
TRIP DISTANCE		
200-299 miles	22%	±1%
300-399 miles	14	±1*
400-599 miles	18	±1
600-999 miles	13	±1*
1,000-1,999 miles	15	±1
2,000 miles or more	14	±1*
Outside U.S.	5	±1*
TRIP DURATION		
No nights	9%	±4%*
One night	14	±2*
2-3 nights	37	±1
4-9 nights	29	±1
10 nights or more	11	±1*
FAMILY INCOME		
Less than $10,000	7%	±1*
$10,000-$19,000	16	±2
$20,000-$29,999	18	±1
$30,000-$39,999	15	±1
$40,000 or more	27	±1
Refused	17	±4
TYPE OF LODGING		
Home of friends/relatives	39%	±2%
Hotel/motel/motor hotel	45	±1
Rented cabin/condo/vacation home	3	±1**
Owned cabin/condo/vacation home	1	±1**
Camper/RV/tent	3	±1**
No nights	9	±4*

TRIP OR TRAVELER CHARACTERISTICS -(Continued)	PERCENT OF TRIPS	95% CONFIDENCE INTERVAL
ORIGIN REGION		
New England	4%	±1%**
Mid-Atlantic	16	±2*
South Atlantic	21	±2
East South Central	7	±2*
West South Central	11	±1*
East North Central	17	±1
West North Central	8	±1*
Mountain	6	±1*
Pacific	12	±1*
PURPOSE OF TRIP		
Visit friends/relatives	41%	±2%
Other pleasure	27	±1
Business/convention	27	±1
MODE OF TRANSPORTATION		
Auto/truck/RV	68%	±2%
Air	25	±1
VACATION TRIP		
Vacation	60%	±2%
Not a vacation	40	±2
WEEKEND TRIP		
Weekend	43%	±2%
Not over a weekend	57	±2